

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

AUGUST 1, 1960



Lonicera Arnold Red

SEEDS TREE—SHRUB—PERENNIAL
FLOWER—GRASS—VEGETABLE

HERBST BROTHERS

SEEDSMEN, INC.

678 Broadway, New York 12, N. Y.

Correspondence with seed collectors and growers invited. Free catalog "Seeds for Nurserymen."

CERTIFIED QUALITY PACKAGED PEONIES AND BLEEDING HEARTS

AVAILABLE FOR
SHIPMENT SEPTEMBER 15

Our "Certified Quality" packaged line is the finest ever offered for counter selling — the best varieties in the most attractive packages.



Order Now for Those Much-Needed Fall Sales!

Strong divisions are wrapped in moist peat and moistureproof cellophane. Outer wrapper of white and royal blue with 4-color picture of variety and complete planting instructions.

PEONIES, 3 TO 5-EYE GROUP NO. 1 GROUP NO. 2

\$50.00 per 100

\$37.50 per 100

Higher-rated varieties for customers who demand the best.

Excellent assortment of popular varieties at competitively low prices.

RED

625B Richard Carvel
626B Karl Rosefield
627B Mary Brand

PINK

634B Walter Faxon
619B Sarah Bernhardt
629B M. Jules Elie

WHITE

623B Festiva Maxima

RED

622B Felix Crousse
637B Prince of Darkness
630B Pres. Roosevelt

PINK

621B Edulis Superba
638B Reine Hortense

WHITE

628B Mme. De Verneville

Order in multiples of 10 each variety. 50 per standard case. Shipping weight, 95 lbs. Packaged as shown above.

No. 50PB — 50 assorted Group No. 2 varieties (25 red, 15 pink and 10 white), \$18.75 per case.

BLEEDING HEARTS

No. 649 Bleeding Hearts, Old-Fashioned.
Price, \$45.00 per 100.

Packaged as described above. Packed 25 per case.

BARE-ROOT PEONIES

We grow over 60 varieties of Peonies. All available in bare root at attractively low prices. All healthy 3 to 5-eye divisions, clean and strictly true to name, from plants not older than 3 years. As we do not use our fields for commercial cut flowers, you can depend on fine young stock. See our Summer Wholesale List or write for prices.



ESTABLISHED 1875

One of America's Foremost Nurseries

Mount Arbor Nurseries

• SHENANDOAH IOWA •

AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CXII, NO. 3

AUGUST 1, 1960

Founded 1904

With which was merged 1939

THE NATIONAL NURSERYMAN

Established 1893



Published on the
first and fifteenth
of each month by the
AMERICAN NURSERYMAN
PUBLISHING COMPANY
343 South Dearborn Street,
Chicago 4, Illinois
Telephone: WAbash 2-9011



Subscription Price:
\$5.00 per year;
Outside U. S. A., \$6.00;
Single copies, 25c.

Second-class postage
paid at Chicago, Ill.



Advertising Rates
On Application.
For Closing Dates
See Next Page.



Eastern Representative
Vincent Vuoto
225 West 34th Street, Room 2218
New York 1, New York
Telephone: CHickering 4-6468

Pacific Coast Representative
Richard B. Kilner
465 California Street
San Francisco 4, California
Telephone: YUkon 2-9030

CONTENTS

Amend Bylaws at A. A. N. Convention	7
The Price of Progress	9
By Valleau C. Curtis	
How the A. A. N. Aids Fight Against Deceptive Advertising	9
By Dr. Richard P. White	
Allied Groups Convene During A. A. N. Convention	10
Education Day, a Convention Highlight	11
Non-Nursery Outlets and Off-Season Sales	12
Talks Heard on Increasing Sales	13
Social Events Highlight Cincinnati Convention	14
Missouri Short Course at Columbia	15
By Dr. D. F. Millikan	
Hardy Honeysuckles Popular as Flowering Shrubs and Vines	16
By Donald Wyman	
Mississippi Meet Features Growers' School	18
By Catherine Campbell	
North Carolinians Tour Neighbor States	19
By Thomas F. Cannon	
Plan Convention at New York Outing	20
By A. M. S. Pridham	
Connecticut Meeting	20
By Kenneth Bradley	
New Code, Bylaws Voted at Maryland Meeting	44
By Charles W. McComb	
Illinois Sessions on Production, Landscaping	58
Plant Notes Here and There	70
By C. W. Wood	



Editorial	6	Lilies Take Honors	50
—Planning	6	Nematologist Retires	50
—Statistics	6	This Business of Ours	52
—Customer Attention	6	—Census Shows Trends	52
—Plantings Rate Change	6	Obituary	56
Colman Award to		—Fred Edmunds, Sr.	56
Dr. A. C. Hildreth	8	—Jac Bulk	56
A. A. R. S. Officers	10	—Frank Bertschler, Jr.	57
Protective Meeting	10	—John Sabo	57
Camellia Officers	10	—George R. Banks	57
Secretaries' Meeting	10	—Jack Faltz	57
Cover Illustration	22	Fees Discussed by Long Island	
—Lonciera Arnold Red	22	Contractors	76
Dallas Election Held	22	Pacific Coast News	78
Lily Society Elects	26	—Los Angeles Chapter	78
Coming Events	28	—Holds Sales Clinic	78
—Meeting Calendar	28	—California Notes	80
—Southerners' Program	29	—Oregon Notes	81
—West Virginia Time Set	30	—Avery Steinmetz Weds	83
—Annual Texans' Events	30	—Western Propagators	83
—Shade Tree Program	32	Long Island Growers Briefed	
—Rhode Island Schedule	38	in Pest Control	90
—Ready at Washington	38	Planting by Students	103
—Twin Cities' Program	40	A. A. N. Members Take	
—Nebraska Schedule	40	Landscape Tour	111
Texas Regions Elect	40	Garden Center Tour at A. A. N.	
Head Indiana Group	42	Convention	112
		Ohio Tree Chapter	130

INDEX TO ADVERTISERS

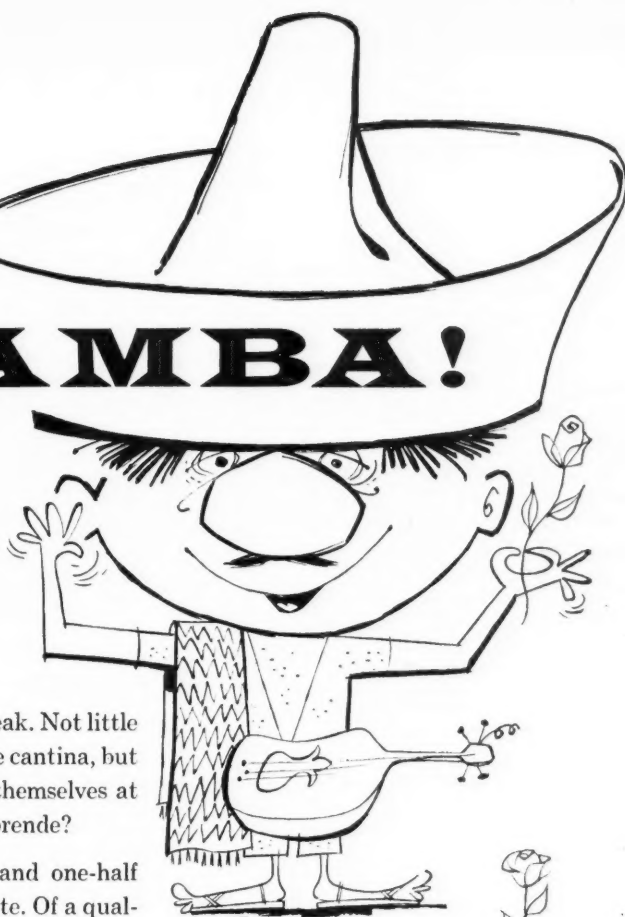
Adair Co., Charles	118	Eagle Creek Nursery Co.	62	Lifetime Markers	128	Ruhl-Wheeler Nursery Co.	111
Advance Process Supply Co.	111	Elmer Roses	60	Lindig Mfg. Co.	106	Ryan Landscaping Equipment	111
Alnawold Nursery	75	Evergreen Nursery Co.	64	Littie Nurseries	66		
Allied Chemical Corp.	41	F & F Nurseries	40	Little Tree Nurseries	26	Scarff's Nursery, Inc.	52
Alumalath	118	Fafard, Inc., Conrad	110	Lord & Burnham	115	Schroth's Nursery	52
Amchem Products, Inc.	98-115	Fairview Evergreen Nurseries	50	Louisville Cooperage Co.	95	Schumacher, F. W.	74
American Landscape School	100	Farm Supply, Inc.	126	Lovett's Nursery, Inc.	34	Schwinsthorst Metalsmiths	114
Angelica Nurseries	45	Fike Nursery	69	Lustgarten, Baier	31	Seaman Bag Co.	122
Anna Nursery	64	Fisher Trees, Ltd.	96			Semmes Nurseries	68
Anthony Lake Nursery, Inc.	68	Floc-Flor Corp.	127	Maloney Bros. Nursery Co.	74	Sequoia Nursery	78
Arkansas State Nurserymen's Assn.	30	Florist Gardens Nursery	64	Martin Co., Inc., Joseph F.	62	Shade's Nursery	50
Armstrong's Evergreen Nursery	56	Florist Products	112	Mathis's Nursery	83	Shahan Nurseries	76
Armstrong Nurseries	21	Flower City Nurseries	76	Matthews Nursery	85	Shambarger Nursery, Carl	75
At Nursery Co.	76	Flower Grower Magazine	96	Mattson Co., K. C.	100	Shammarello & Son Nursery	64
Atkin's Sons, L.	114	Flowerwood Nursery	76	Maxwell, Bowden & Rice	50	Sheerlund Forests	38
		Forest Hills Nurseries, Inc.	56	May Nursery Co.	77	Shenandoah Nurseries	4
		Forest Nursery Co., Inc.	75	McGill & Son, A.	80	Shepard Nurseries	4
		Forestry Associates	71	McInch Greenhouses	56	Sherman Nursery Co.	6
		Foster Nursery Co., Inc.	72	McKee's Nursery	76	Sherwood Nursery Co.	8
		Fulton Co.	116	Mead Nursery	56	Shore & Co., J.	130
				Meehan & Sons, Thomas	116	Siebertalher Co.	64
Bagatelle Nursery, Inc.	36	Garden Shop, Inc.	96	Menne-Pots, Inc.	97	Sims Fruit & Nursery Farm	63-71
Baker Nurseries, J. V.	62	Gardner's Nurseries, Inc.	46	Mentor Rose Growers, Inc.	61	Sine Equipment Co.	128
Baker's Nurseries	46	Gar-Prod, Inc.	112	Merion Bluegrass, Inc.	61	Smith Corp., W. T.	36
Bartlett Mfg. Co.	120	Gatewood Tree Farms	52	Millane Nurseries & Tree Experts	36	Smith, Inc., X. S.	110
Beardslee Nursery	57-60	Geiger Co., E. C.	110-122	Milton Nursery Co.	82	Smith Precision Products Co.	105
Bentley's Hardy Plants	56	General Steel Warehouse Co.	119	Miss-O-Gation, Inc.	102	Smith Import Co.	102
Berryhill Nursery Co.	65-110	Gilmore Plant & Bulb Co.	76	Mitiska Nursery	62	Smith Nursery Co.	73
BIA-S-KIT	127	Gilson Gardens	56	Mitsch Nursery	80	Spraying Systems Co.	73
Big River Nursery	73	Gladden-Haas, Inc.	90	Monach Mfg. Works, Inc.	104	Stauffer Chemical Co.	114
Big & Son, Inc.	122	Globe Nurseries	76	Monrovia Nursery Co.	66-67	Strain & Sons Nursery	72
Bishop Co., Inc., Welles L.	129	Gold Star Wholesale Nursery Co.	42	Montebello Rose Co.	78	Steele's Pansy Gardens, Inc.	72
Blackwell Nurseries	68	Gold Star Xmas Tree Export Co.	91	Moran, E. C.	64	Sterling Bag & Burlap Co.	122
Blake's Nursery	44	Goodland Nurseries, Inc.	69	Morning Star Nursery	72	Sterling Peat Co.	127
Bloodgood Nurseries	46	Grant's Nursery	76	Morrison Steel Co.	93	Stresen-Reuter, Inc., Fred'k A.	122
Bobbink Nurseries	50	Gulbrod Co., A. H.	118	Morse Nurseries	2	Stribling's Nurseries	82
Bolton Evergreen Nurseries	30	Growers Exchange, Inc.	56	Mount Hood Nursery	80	Suncrest Evergreen Nurseries	28
Bonide Chemical Co.	94	Growers & Manufacturers	56	Muellermist Irrigation Supply	124	Sunderland Pipe Shop	118
Book Ads	48-65-77-82-128	Exchange	103	Muser Forests, Inc.	22-120	Sunflower Industries, Inc.	117
Book Series	57	Growers Sign Service	99-111	Myers, E. Normand	46	Sweeney, Krist & Dimm	99
Bosley Nurseries	50	Gulf Stream Nursery, Inc.	69			Swift Nursery, W. A.	36
Boulevard Nurseries	76						
Boyd Nursery Co.	76	Half Moon Mfg. & Trading	110	National Landscape Institute	125	Tankard Nurseries	71
Boyle-Midway	113	Halla Nursery	49	National Rain Bird Sales & Engineering Corp.	102	Tape, Inc.	129
Brettraeger Mfg. Co.	33	Halpern Bros.	130	Native American Holly Farms	118	Tennessee Valley Nursery	76
Brick Nursery, L. P.	56	Hartigan, Philip	125	Natorp Co., W. A.	59	Teufel, Alfred	78
Brillion Iron Works	108	Hawkinsmith & Sons Nur.	69	Nebraska-Edwards Paper Co.	59	Texas Assn. of Nurserymen	28
Broadview Nurseries	68	Heasley's Nurseries	32	Necco Lake Nursery	59	Texas Nursery Co.	68
Brookfield Farms	48	Henderson, Inc., Alec	118	New Amsterdam Import Co.	119	Thilmany Pulp & Paper Co.	121
Brookfield Gardens	42	Herbst Bros. Seedsmen, Inc.	1	Newport Nursery Co.	52	Thomas Enterprises, Inc.	104
Brown's Nurseries	56	Hess' Nurseries	42	New York State Nurserymen's Assn.	29	Tillstrom Nursery	80
Bryant's Nurseries	47	Hidder Valley Nursery	38-48	Norfolk Nurseries	11	Tingle Printing Co.	107

Forms for the September 1 issue will close Friday, August 12

Forms for the September 15 issue will close Friday, August 26. Mail copy to arrive at Chicago by these dates—no later.

CARAMBA!

thees roses weel
put muchos pesos
in the pocket!

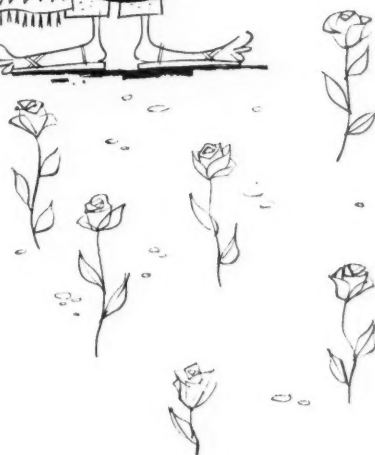


Hola, Senor. It is of la rosa we must speak. Not little Rosita who serves the enchiladas at the cantina, but the roses that are presently growing themselves at Howards de Hemet, California. Comprende?

Of the numero uno (#1) and uno and one-half grades, it is to lift the sombrero in salute. Of a quality the senor would insist "es imposible".

Originations of our own ingenuity — Angel Wings and Governor Rosellini to make the cliente at your nursery jump like the Mexican bean.

All-Americano Winners (hot tamales, no?)...nuevo varieties, diffcil to obtain as the ear of the bull . . . they sell themselves here, todas las popular patented and non-patented rosas.



Let not the grass grow under the senor's huaraches. Grab the bull by the extremo and write for the wholesale catalog. Pronto! Por Favor! Gracias!



"Seasoned Rosebushes"
for the wholesale trade exclusively

HOWARDS of HEMET
"Seasoned Rosebushes"
HEMET • CALIFORNIA



AMERICAN NURSERYMAN

F. R. KILNER
Editor and Publisher

FRED H. KILNER
Managing Editor

I. G. MOORE
Associate Editor

C. A. BRADY, Jr.
Advertising Manager

Editorial

PLANNING

Some of the talks presented before small groups of nurserymen, in state or local meetings, deserve much wider audiences. Occasionally, when they are available in written or transcribed form, they are reproduced in whole or in part in this magazine. Others are summarized in a few paragraphs in meeting reports, where they receive the attention of careful and thorough readers. Thus is their close perusal of such reports rewarded.

Recently a speaker on managing a nursery business asserted that planning was the most important phase of management, though most frequently neglected because of the human inclination to procrastinate. Organization, control, direction and coordination, as other phases of business management, are highly important, but they frequently lose their force and full effect because planning has not been done sufficiently beforehand and in detail.

Often has it been repeated that many beginners in this field fail, not because of lack of knowledge of the business, but because of incompetence and ignorance in management. If such beginners would give greater study, at the outset, to the thought and planning evidenced by, possibly, their earlier employers or, at any rate, by the successful nurserymen about them, they would easily become aware of the importance of planning.

The curricula of business management courses in educational institutions, as well as the programs of management conferences and the like undertaken by organizations in this field, only explain the various tools and their uses available in planning the operations of a business enterprise. Successful nurserymen are those who have learned, by observation or long experience, how to apply those tools to the management of their own businesses. The stock they

sell is probably the same as that of their neighbors, and the character of their operations apparently is the same. But their careful planning, that takes advantage of every sales possibility provided by the local public, the type of enterprise, the season and even the weather, as well as those other factors unforeseen as well as foreseeable, enables them not only to carry out a program prepared beforehand, but also to devise ways of meeting problems as they appear.

STATISTICS

Those who have dealt with or sought statistics about the nursery industry have long recognized their inadequacies. As more figures come to light as the result of surveys on a local or state-wide scale or in federal census figures of one sort and another, it is the more apparent that most statistics of earlier years were little more than guesses. Some of them were good guesses, but most of them were woefully away from the mark.

Nursery organizations in some states are fortunate to have available good statistics regarding the industry there, either because of its importance in the state or because of the thoroughness of persons connected with the state department of agriculture or other agency. But on the national level, the deplorable inadequacy in the matter of statistics is being emphasized by the American Association of Nurserymen as the 1960 census is being completed, though its figures may not be available for useful purposes for a considerable time. The A. A. N. has done some gathering of statistics of its own, but on a basis that shows trends rather than definite conclusions. Other organizations may cover small segments of the industry, but their figures often represent a majority group rather than the entire segment.

The lack of pertinent statistics regarding the nursery industry, its operations, products, markets, etc., is due to the limited size of individual enterprises in this field, not able to do such jobs as are performed by billion-dollar corporations. Some of it is due to the lack of efficient reporting agencies in this field. But more is due to a lack of attention to the problem by individuals who are called upon to supply information, which must be prompt, timely, complete and accurate to be as valuable as it should be.

The Mirror of the Trade

CUSTOMER ATTENTION

The statement that inattention on the part of sales clerks drives away more customers than higher prices may not be entirely true, but it can be so nearly the case that it serves as a warning to retail merchants, including nurserymen and garden store operators. The fact is that competition has been such a leveler of prices in recent years that ordinarily the difference to be found between one store and another is not sufficient to sway the customer, even if he is aware of that difference. But he is keenly conscious of delay, inattention and lack of friendliness by sales persons.

The impression that one is made welcome with a smile in one place while neglected at another may be enough to attract or repel subsequent visits from a buyer.

The current condition is particularly important in this field, where business comes with a rush in the spring and early summer, and informed and experienced help is hard to get and to retain. It figures importantly in the plans of any retail operator with ideas of expansion, so easy to think about when business is plentiful. Probably that is the reason that retail nursery enterprises stay small, in comparison to supermarkets and such establishments. A faithful clientele, that sends out the word of satisfaction to neighbors, makes a retail enterprise in this field more profitable than one that is ambitious for large volume.

PLANTINGS RATE CHANGE

While the boom in new home building in the past decade has been a prime factor in the recent prosperity of the nursery industry, it will have a continuing effect in the stimulus provided owners of old homes to revamp their outdated, outworn and sometimes half-dead foundation and border plantings.

Needed attention to older shrubs has been pointed out more and more in newspaper garden pages of late, probably prompted by A. A. N. publicity releases. It has well been said that plantings about homes need refurbishing and renewal every few years, just as the exterior wood needs repainting and the interior needs refurbishing and redecorating. Many homes still bear witness that more might be said on the subject by the garden editors and in nurserymen's advertising.

Amend Bylaws at A. A. N. Convention

Vote Dues Increases for Added Promotional Activities and Services to Members

The need for increased funds for promotional activities and to cover expense of required services from the Washington office was the principal topic of discussion at the 85th annual convention of the American Association of Nurserymen held July 17 to 20 at the Netherland Hilton hotel, Cincinnati, O.

A strong plea was voiced in the president's address for the delegates to make available added finances so the nursery industry can reap the harvest that lies ahead. Official registration was 955, the same as the number recorded at last year's convention at Philadelphia. However, additional persons were present who bought tickets for only certain events.

At the general sessions several bylaws amendments were passed that opened the way for added income to be made available to the A. A. N. Associate, foreign and minimum dues were increased, and all allowable dues exemptions to regular members were disallowed. Thus it is expected that close to \$50,000 will be added to the general fund, increasing it to \$180,000 per year, and \$21,500 added to the market development and publicity fund, increasing it to nearly \$75,000 per year.

Convention Highlight

A full day's educational program was a highlight of the convention, with landscaping and garden center operation talks holding the spotlight. As usual, several allied groups met in separate sessions. Entertainment was enjoyed by all, with special programs and activities planned for the ladies and juniors. The many exhib-



Vincent K. Bailey
Chosen President of A. A. N.

its drew crowds of visitors during the entire convention.

Heard with interest were the various reports on the activities of the Washington office and on the recent and projected efforts of the market development and publicity committee. Talking on "Development of Hardy and Drought-resistant Trees and Shrubs" was the Norman Jay Colman award winner for 1960, Dr. A. C. Hildreth, director of the Denver Botanic Gardens. All these items are reported elsewhere in this issue.

Election of Officers

Elected president of the A. A. N. for 1960-61 was Vincent K. Bailey, J. V. Bailey Nurseries, St. Paul, Minn., and vice-president, L. H. McGuire, Puget Sound Nursery & Gift Shop, Tacoma, Wash.

Newly elected to the board of directors for region IV was George Rose, Henry Field Seed & Nursery Co., Shenandoah, Ia. Re-elected to the board for second terms were Sidney B. Hutton, Jr., Conard-Pyle Co., West Grove, Pa., region I; Roy F. Clavey, F. D. Clavey Ravinia Nurseries, Inc., Deerfield, Ill., region III, and Clark Kidd, Arp Nursery Co., Tyler, Tex., region V. The retiring president, Valleau C. Curtis, Curtis Nurseries, Inc., Callicoon, N. Y., was elected director at large. Re-elected to a 3-year term as trustee was Lester C. Lovett, Lovett's Nursery, Inc., Little Silver, N. J.

The other two members of the board of directors, each having one more year of their terms to serve, are A. S. Gresham, Jr., Gresham's Nurs-

ery, Richmond, Va., region III, and L. H. McGuire, region VI.

Amend Bylaws

At the business session held Wednesday morning, July 20, the several proposed bylaw amendments were acted upon by the board of governors. Article VII, section 3, was amended to read that the minimum annual dues of each member of the association shall be \$50 instead of \$25. Passage of this amendment necessitated amending article VIII, eliminating dues classification 8 and changing classification 7 to read \$50.01 to \$74.99.

It was estimated that these amendments would add \$13,700 to the general fund, or a net revenue of \$12,300 after deductions for projected membership loss. Forty per cent of this sum—\$4,920—would be added to the M. D. & P. fund. It was also pointed out that these amounts would be still further increased, as many in the current dues classification 8 would be paying slightly higher dues.

The next bylaw amendment approved concerned article VII, section 6, and increased the dues of associate members from \$50 to \$100 a year, eliminating the present \$20 entrance fee. Allocated to the M. D. & P. fund each year will be \$30 of the \$100 dues. Thus the 83 associate members would provide \$1,660 additional to the general fund and \$2,490 to the M. D. & P. fund.

A further bylaw amendment voted changed article VII, section 7, to increase the dues of foreign mem-



George Rose
New Director from Region IV



L. H. (Bud) McGuire
Elected A. A. N. Vice-President



Sidney B. Hutton, Jr.
Re-Elected Director from Region I



Clark Kidd
Re-Elected Director from Region V



Roy F. Clavey
Re-Elected Director from Region III

bers from \$25 to \$50 per year, thus adding \$475 to the general fund.

After consideration of various proposals to raise dues of other classifications and to increase the M. D. & P. assessment, the following amendment to article VII, section 1, was passed: "The dues of the active members of the association shall be based on the volume of 'nursery business' (as defined in article III, section 1) and all other sales of related products and services for indoor and outdoor living and beautification done by the individual member during such member's previous fiscal year without deductions of any kind."

According to a 1959 study, elimination of the deductions on the sale of hard goods and various other related items would produce \$35,000 additional revenue to the general

fund and \$14,111 to the M. D. & P. fund.

During the final business session the proposal to amend policy statements was approved. It reads as follows:

"The association's legal counsel is retained for the purpose of rendering advice on association matters to the Washington staff, the board of directors and the elected officers of the association. It is not to be used for rendering services to members on their individual legal problems.

"If at any time the board of directors determines that a member is involved in a situation the outcome of which will in their judgement affect the basic operations of a substantial segment of the industry, then upon affirmative action of the board of directors, such legal advice as may be designated by the board of direc-

tors may be employed to participate in the case."

Following these actions, President Curtis read a telegram of best wishes to the association from United States Vice-president Richard Nixon. The proposed A. A. N. budget for 1960-61 of \$146,501.15 was accepted by the board of governors as was the M. D. & P. budget of \$53,405. The necrology committee report was then delivered by Fred H. Kilner, managing editor of the American Nurseryman.

On behalf of the 70 to 75 nurserymen and wives who helped stage the 1960 convention, James Scarff, Scarff's Nursery, Inc., New Carlisle, O., general convention chairman, said he hoped everyone in attendance enjoyed the convention.

The Statler Hilton hotel at Wash-
[Continued on page 121]

COLMAN AWARD TO DR. A. C. HILDRETH

Dr. A. C. Hildreth, director, Denver Botanic Gardens, Denver, Colo., was presented with the Norman Jay Colman award July 18 at the keynote luncheon of the American Association of Nurserymen in convention at Cincinnati, O. He is shown in the accompanying illustration receiving the award from Val-leau Curtis, right, outgoing A. A. N. president. Named for the first Secretary of Agriculture of the United States and consisting of a gold and bronze medal and \$100 in cash, the award is conferred annually by the A. A. N. for horticultural progress through research.

Dr. Hildreth supervised the planning, planting and taking of data on hundreds of experimental windbreaks in the central Great Plains. He collected literally thousands of plants for testing in the area. These included trees, shrubs, flowers and vegetables from all over the world. Those suitable for high altitudes were then combed from the collections. He also was instrumental in breeding plants especially suitable for the Great Plains. Included were tomatoes, cucurbits, strawberries, raspberries, roses, chrysanthemums and dianthus, and Dr. Hildreth stimulated interest in improving the appearance of farmsteads, ranches and town homes by the use of plant materials.

Born at Manning, W. Va., and a graduate of the University of West Virginia, Dr. Hildreth has held horticultural research and teaching posts at the University of Minnesota and the Maine agricultural experiment station. From 1930 to 1959 he was superintendent of the Wyoming horticultural field station at Cheyenne, with the exception of four years during World War II when he organized and directed the federal govern-



ment's emergency guayule rubber project at Salinas, Calif., and two years, 1955 to 1957, when he was selected by the international cooperation administration to organize and direct an experiment station in all phases of agriculture and also set up an agricultural research program for the Afghanistan Ministry of Agriculture. Dr. Hildreth is the author of many publications.

A. A. N. President's Address

The Price of Progress

By Vallean C. Curtis

One matter I wish to consider earnestly with you resolves itself around the vital question, "Do you wish your association and the services it performs for you to go forward in a progressive manner or are you content to make no changes, which means failure to keep pace with the rest of the business world? Nothing is static. We either advance or, by standing still, we retreat.

On September 23, 1959, I sent a personal letter to all members of the board of governors—79 to be exact—pointing out the need for additional support specifically for market development and promotion activities. I received replies from only 10. To say that I was disappointed in this response would be the understatement of the year! I could not believe that only 12 per cent of the members of this board were interested enough in association affairs to give my request for help at least serious consideration and the courtesy of acknowledging the request, even though few concrete and specific ideas occurred to them.

We are indebted to the 10 members of the board who did respond. This provided the board of directors with a start toward some sort of solution to our financial needs for additional funds for market development.

Excerpts from an address given July 18 by Vallean C. Curtis, A. A. N. president, to open the first general session of the national convention at Cincinnati, O.



Dr. Richard P. White

Three basic recommendations were made:

(1) Increase the percentage of dues that are collected for market development from 40 per cent to some higher figure.

(2) Collect dues on total business volume without deductions of any kind.

(3) Raise the dues, thus providing for increased revenue for needed expansion of activities of the headquarters staff, as well as for the needed extension of our market development committee's activities.

Directors' Proposals

With these constructive ideas from the interested 12 per cent of the board of governors, the board of directors went to work on its own initiative. As a result of its consideration of the needs of both the association and the market development and publicity committee, the board



Vallean C. Curtis

of directors has developed a forward-looking statement of needs, estimated costs of meeting these needs and sug-

[Continued on page 104]

How the A. A. N. Aids Fight Against Deceptive Advertising

By Dr. Richard P. White

Since the major programs of the Washington office of the American Association of Nurserymen are covered in the reports of other staff officers, I should like to clarify the A. A. N.'s activity with reference to deceptive advertising.

The question has been raised many times by members and others, "Why doesn't the A. A. N. do something about the deceptive and misleading advertising with which the country is flooded each year?" We have been accused of inaction, indifference and a lack of interest in such matters. Those who make such accusations do not know the facts.

Not Enforcing Agent

In the first place, it must be understood that the A. A. N. has no power to enforce the fair trade practice rules under which the industry now

operates. Enforcement is entirely in the hands of the federal trade commission, or in certain cases, in the fraud section of the United States Post Office Department.

Member and nonmember nurserymen and even individuals not connected with the nursery industry send alleged misleading and deceptive advertising copy to the Washington office each spring as it appears.

We do not have to watch for it ourselves—it is sent to us voluntarily and often in great volume. We transmit this to the federal trade commission, until it has such a file on these promotions that further submittals would add nothing. From then on the whole matter is in the hands of the FTC staff for investigation and possible litigation.

The next question that is logically asked is, "Then why don't they take prompt action on the perpetrators of these deceptive advertisements?"

[Continued on page 100]



All-America Rose Selections, Inc., presented 1,000 rosebushes to the city of Cincinnati, O., during the annual convention of the American Association of Nurserymen. Paul Howard, A. A. R. S. president, at right, presents a token bouquet to Carol Dean, Texas Rose Festival queen, as Valleau Curtis, A. A. N. president, and Mrs. Eleanor Meacham, member of the Cincinnati park board, look on.

Allied Groups Convene During A.A.N. Convention

A. A. R. S. OFFICERS

Meeting July 17 at the Netherland Hilton hotel, Cincinnati, O., members of All-America Rose Selections, Inc., re-elected their officers to another term. The president is Paul Howard, Howard Rose Co., Hemet, Calif., and the vice-president is John Lemon, Conard-Pyle Co., West Grove, Pa. Ralph Dasher, Florence, Ala., is the executive secretary-treasurer.

Newly elected to the board of directors was George L. Welch, Mount Arbor Nurseries, Shenandoah, Ia. Those continuing on the board are Eugene S. Boerner, Jackson & Perkins Co., Newark, N. Y.; Mike Dering, Peterson & Dering, Scappoose, Ore., and John Lemon.

A gift of 1,000 rosebushes from A. A. R. S. to the city of Cincinnati was announced. The rosebushes will be delivered in partial shipments to keep pace with the development of the Municipal Rose Garden established in Ault park two years ago.

PROTECTIVE MEETING

Holding its annual meeting on July 19, during the annual convention of the American Association of Nurserymen at Cincinnati, O., was the American Nurserymen's Protective Association. Lewis Bookwalter, Berryhill Nursery Co., Springfield,

O., president, called the meeting to order and related, as the first order of business, that a search of the records showed that the association was incorporated for a 50-year period at Shenandoah, Ia., in 1932.

The election produced the following slate of officers: John Fraser III, Huntsville Wholesale Nurseries, Inc., Huntsville, Ala., president, and Harold Crawford, Willis Nursery Co., Ottawa, Kan., vice-president. Albert Meehan, Drescher, Pa., remains as secretary.

New directors elected for two years include Gordon Bailey, J. V. Bailey Nurseries, St. Paul, Minn., region IV; James Fitzpatrick, Texas Nursery Co., Sherman, Tex., region V, and Bert Miller, Milton Nursery Co., Milton-Freewater, Ore., region VI. The directors from regions I, II and III have one more year of their terms to serve.

A motion was passed during the meeting to discontinue mailing ballots for approval of new members of the association. Instead, a list of new members that have been approved by the executive committee will be mailed to the members 30 days prior to the annual meeting, and these applicants will be approved at the meeting.

Another motion was passed that each new applicant for membership should supply the names of three

sponsors to be contacted for references, which should be forwarded to the executive committee for consideration. A final action was to raise the dues and initiation fee of the association.

CAMELLIA OFFICERS

When members of All-America Camellia Selections met July 19 at the Netherland Hilton hotel, Cincinnati, O., they re-elected all officers, so that J. Awdry Armstrong, Armstrong Nurseries, Ontario, Calif., continues as president and C. Norwood Hastie, Jr., Magnolia Gardens & Nurseries, Johns Island, S. C., as vice-president. Ralph Dasher, Florence, Ala., is the secretary-treasurer.

Re-elected directors for 2-year terms are Tom Dodd, Jr., Tom Dodd Nurseries, Inc., Semmes, Ala., and John Edwards, Edwards Nursery, Palo Alto, Calif. Carry-over directors who have another year to serve are David Cook, California Camellia Gardens, San Fernando, Calif., and Repe Casadaban, Casadaban's Nurseries, Abita Springs, La.

SECRETARIES' MEETING

Members and guests of the Nursery Association Secretaries met to discuss problems July 17 and again July 19 at the Netherland Hilton hotel, Cincinnati, O. In the absence of the president, James Griffin, who was at home at Key Biscayne, Fla., recuperating from injuries incurred in an automobile accident, the vice-president, Donald Schuder, Purdue University, Lafayette, Ind., presided.

Election

A nominating committee headed by Elmer Merz, executive secretary of the California Association of Nurserymen, presented the following slate: President, Dr. Donald Schuder, executive secretary, Indiana Association of Nurserymen; vice-president, Edwin W. Kirk, secretary, New York State Nurserymen's Association, and secretary-treasurer, Erwin Whitham, secretary, New England Nurserymen's Association. The officers as nominated were elected by unanimous vote.

Robert Lederer, legislative assistant of the American Association of Nurserymen, Washington, D. C., opened the discussion by stating that the A. A. N. has not been so effective in legislative matters at Washington as it might be if it had more know-how in these matters and added that the same is probably true for state nurserymen's associations in their efforts to obtain favorable

[Continued on page 115]

Education Day, a Convention Highlight

Landscape and Garden Center Groups Begin Program with Joint Session

Two speakers were featured on the educational program presented Tuesday morning, July 19, at the American Association of Nurserymen convention at the Netherland Hilton hotel, Cincinnati, O. This program was sponsored jointly by the A. A. N. garden center committee and the National Landscape Nurserymen's Association. Jack Schneider, Orchard Nursery, Lafayette, Calif., chairman of the garden center committee, presided at this session.

In a brief message of welcome and orientation, he emphasized how the garden center type of nursery business had grown in all parts of the country. "Everyone is getting into the act," he said. For example, several new garden stores recently had been opened by F. W. Woolworth Co. "These people know how to merchandise," Mr. Schneider said. "They may be making some mistakes in the beginning, but these are not the kind of people who will keep on making mistakes; they will do something about them to make their garden center operations a success." But the nurserymen now in the garden center business have the knowledge and background that the variety and department stores cannot offer, and the nurserymen should capitalize on these.

Adding a Garden Center

The first speaker on the program was Walter Burwell, partner in Burwell Nurseries Co., Columbus, O. In a talk entitled "The Juice Can Go with the Fruit," he reviewed his own experiences, successes and failures in establishing a garden center store in connection with his landscape and nursery business. "Why add to one's business headaches by starting a garden store?" he was asked. One answer was that the establishment of a diversified garden store in any community contributes greatly to the full life of the gardening public. Gardening is rated today as America's No. 1 hobby; so why should not every community have a well-managed garden center?

Prior to building its present garden center, Burwell Nurseries Co. had devoted part of an all-purpose building to the sale of seeds, fertilizers and tools, and for the Christmas sales season all these were removed for Christmas items, both natural and manufactured decoratives. Mr. Burwell said that he was not

sure whether he and his partner, Bert Kleinmaier, made the decision to build the garden center store or whether their customers, by demanding they stock many additional kinds of gardening supplies and accessories, actually forced them into building. At that time, 1953, Burwell's nursery was composed of two small nurseries totaling 28 acres and did a general nursery and landscape business. The landscape maintenance phase was discontinued because it brought more headaches than money. In 1953 the population of Columbus was 532,600; there was but one small garden shop, small by present standards, that is, operated by Harry Babbert, Boulevard Gardens. Today the population of metropolitan Columbus is 704,000, and there are 17 garden centers.

When Burwell Nurseries Co. decided to build its new garden center there were relatively few such establishments in the country. W. A. Natorp Co. operated the only large one in Ohio. Mr. Burwell said that Wyman's Garden Centers, Framingham, Mass., was his biggest source of inspiration and ideas. A local architect was engaged to help design the garden center building. It is 34x90 feet, with covered display porches 15x34 feet at each end and a storage area 24x34 feet. He said that the storage area had proved far too small, and he thought it should be as large as the store itself. The store windows face a patio featuring a fountain, the space being enclosed by a brick wall. Garden furniture and acces-

sories are displayed under a fiber glass roofed shelter on the patio. Mr. Burwell said experience proved that less window area and more wall space for display of products would be more advantageous. A lath house, 65x110 feet, adjoins the store on the west end. Blacktop parking areas provide space for 90 cars around the building.

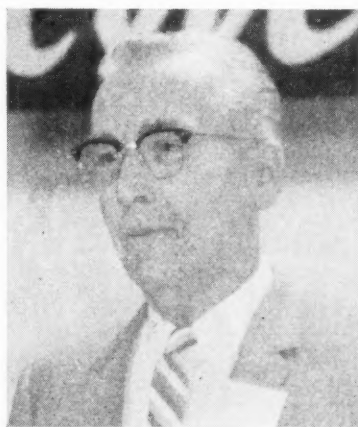
Mr. Burwell said that his landscape business had always catered to the carriage trade and this idea was carried over into the garden center operation, so that the firm has the reputation of being the most expensive place in the area to buy garden needs. In addition to a complete selection of quality plants, most of which the nursery grows, the garden center features a select line of related accessories, so that those things pictured and described in garden and home magazines can be purchased readily by the consumer instead of his having to order by mail or go to New York or some other large city for them. Decorative items are selected and displayed with great care because their cost is considerable and their turnover slow.

Departments Aid Each Other

Cooperation between the landscape side of the business and the garden center is essential, because anything that helps one part of the business benefits the other. While there is separate sales personnel for the landscape and garden center, after a landscape salesman goes over the proposed landscape plan with the customer in the office reception room, he takes the client to look at plants in the lath house or salesyard and then invariably winds up showing, and often selling, accessories to enhance the planting plan. Last year the garden center was directly responsible for turning in 162 landscape calls out of 323 prospects.

It takes competent personnel to operate a garden center. It is folly to try to operate all phases of the business by oneself, and Mr. Burwell has Fred Fisher managing the garden center. The buying, pricing and displaying of stock and talking with salesmen who come in are but a few of the duties of the garden center manager. Since the garden center business is a relatively new segment of the nursery industry, it is nearly impossible to hire men already

[Continued on page 108]



Walter Burwell, who appeared on the educational program of the American Association of Nurserymen at its annual convention held at Cincinnati, O.

A. A. N. Garden Center Program

Non-Nursery Outlets and Off-Season Sales, Topics

Much helpful information was offered to the nurserymen who attended the educational program staged by the A. A. N. garden center committee Tuesday afternoon, July 19, during the annual convention of the American Association of Nurserymen at Cincinnati, O. First introduced by Jack Schneider, Orchard Nursery, Lafayette, Calif., president of the garden center committee, was Phyllis Swisher, representative of the Cincinnati Bell Telephone Co., who gave the audience some instruction on the proper use of the telephone.

Your telephone is a door to your business, said Miss Swisher. Reviewing the basic principles of telephone technique, she presented the following pointers: Answer promptly, identify yourself, screen calls tactfully, transfer calls properly, explain delays and hang up gently.

Miss Swisher stated that a caller should always be ready to talk, especially when long-distance calls are made. Your voice is you, she added; so have a smile in your voice. The presentation was concluded with a series of taped recordings of telephone calls illustrating the many violations made in proper telephone procedure.

Why persons buy from non-nursery outlets was the subject of Gordon Baker Lloyd, western garden center commentator, Hollywood, Calif. In introducing him, Mr. Schneider stat-

ed that Mr. Lloyd has conducted a radio garden program on the west coast for 27 years and a television garden program for 11 years.

Survey Reveals Reasons

Mr. Lloyd related that he had taken a special survey before coming to the A. A. N. convention to find why persons go to non-nursery outlets. The following answers were supplied: They are 1-stop centers; everything is found under one roof; prices are cheaper; they are convenient; stamps are given; there is no nursery outlet nearby; it is easy to make a selection; time is saved; it was an emergency, and the person happened to be there. However, Mr. Lloyd pointed out that not even 4 per cent of the persons bought regularly from non-nursery outlets.

Commenting on these various reasons, Mr. Lloyd maintained that nurserymen should sell all related items. Visiting 25 nurseries, he said, he found only one that stocked all related items for the care of a lawn. To stimulate impulse buying, Mr. Lloyd advised that nurserymen should rearrange merchandise on their shelves more often.

He suggested that nurserymen read other outlets' advertisements to find out why cheaper stock is advertised. Of 1,000 persons contacted in a recent survey, only 5 per cent were found to be price conscious. Com-

menting on convenience, he stated that nurserymen should provide ease of parking and make it convenient to get merchandise to automobiles. Wide aisles should be provided, and it should be made easy to find items in the garden shops. He believes persons should be allowed to wander around and look over the merchandise.

Another survey of nearly 6,000 persons revealed what customers would like to find in a nursery. The store should be open one night a week; clean stock should be offered; there should be attractive displays, courteousness and friendliness, service and labels on everything.

Mr. Lloyd stated that persons visiting a garden center seek knowledge. Therefore it is necessary to train salespersons. If the clerk does not know an answer to a question he should find it. For the convenience of the public, plants should be grouped according to height and plant beds should be raised. A further suggestion offered by Mr. Lloyd was to find out with a few questions if a customer wishes to browse or not. Directions to find various materials should be plainly marked.

Carts for Convenience

Carts and wagons to transport purchases are liked by garden center patrons. Mr. Lloyd urged the nurserymen to use timely displays and feature a different item each knew something different were being the garden center more often if they knew something different was being offered. He strongly advocated the use of demonstration gardens, such as a rose garden, lawn areas or a landscaped planting under a window.

Nurserymen should know how to operate the various equipment items that are offered in the garden center. A demonstration area can be installed to show how spray guns work, he suggested. Also literature can be passed out giving planting instructions. To facilitate making explanations, wall charts can be prepared. Persons want the truth about plants, related Mr. Lloyd. If a plant grows slowly or is susceptible to pests, the customer should be so informed.

Mr. Lloyd pointed out that nurserymen are the life line of beauty in their communities. They should be proud of their profession, look neat and clean and keep their garden centers that way. He urged the nurserymen to join civic organizations and become part of their communities.

In the absence of Lawrence Bachman, Bachman's, Inc., Minneapolis, [Continued on page 106]



Garden center panel and moderator at the garden center education program held July 19 during the A. A. N. convention at Cincinnati: Left to right, Richard Wyman, Jack Schneider, Ernest Wertheim and Gordon Baker Lloyd.

A. A. N. Landscape Program

Talks Heard on Increasing Sales

Members of the National Landscape Nurserymen's Association met the afternoon of July 19 at the Netherland Hilton hotel, Cincinnati, O., to hear talks by a guest speaker and four members of their group at the landscape educational program that formed a part of the educational day of the American Association of Nurserymen convention. In the absence of the program chairman, Richard Taliaferro, who was ill, Harold Hunziker, M. J. Hunziker & Sons, Niles Mich., presided.

Advice on "Improving Your Landscape Color Slides" was given by guest speaker John J. Klinker, U. S. Printing & Lithograph Co., Cincinnati. No matter what business you are in, he pointed out, you are dependent upon graphic arts to sell your product. Much of it is furnished by your supplier in the form of tags, banners, cards or the package that contains your products. Today, color photographs are used for illustrations more than ever.

Color slides are an excellent sales aid for landscape nurserymen because few customers can really visualize the finished landscape job, though they may have a rough mental picture of it. It is not only difficult but too time-consuming for both the landscape man and the customer to take tours to inspect jobs the landscape man has already done. With a file of color slides showing plantings of various types of homes and other buildings and a viewer to show the slides, it is easier for the landscape man to sell a complete job.

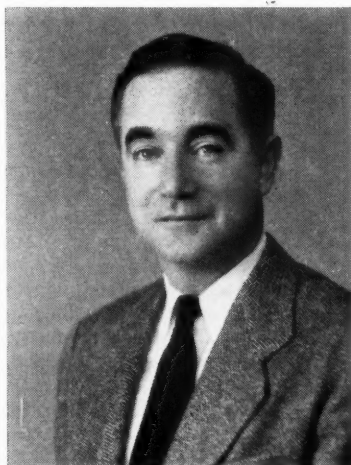
The color slides need not be taken by a professional. If you take the pictures yourself, it is worth learning to use your camera properly to produce a good sales tool. Most defects in color slides are the result of carelessness on the part of the photographer, said Mr. Klinker. Exposure, lighting and composition are the primary considerations in color photography. The speaker concluded his talk by showing color slides of landscape jobs to point out the defects in the pictures and to advise how such mistakes in photography might be avoided.

Building Your Business

The next three speakers were past presidents of the landscape association. Louis Hillenmeyer, Jr., Hillenmeyer Nurseries, Lexington, Ky., dis-

cussed the principles, rather than the details, of "How To Build Your Landscape Nursery Organization." No business can be built without a solid foundation, and this should be a pledge to operate an efficient, honest business, giving value and service to the public for the money received.

The landscape nursery business needs men who are capable of creating good design and who know what plants to sell, of course, but it also needs men who can inspire the confidence of the customer in the business and who are polite, neat, knowledgeable representatives of the firm. This is as true for people who talk to customers on the telephone as for



Allan Dalsimer, who appeared at the landscape education session of the A. A. N. convention to discuss promotion in the landscape nursery business.

those who deal with them in person. There is a tendency on the part of many persons to feel that a telephone contact is too much different from personal contact. If one would make recordings of the phone conversations, as did one firm Mr. Hillenmeyer knew, some of the personnel would blush at their lack of courtesy and tolerance.

After a sale is made, execution of the job enters the picture, and the foreman and planting crew take over as the representatives of your company. They, too, should be neat and polite, besides knowing just what to do on the job. The crews of the Hillenmeyer firm wear uniforms and the company pays half the cost of

the uniform. The foremen, being key personnel, not only should know their job insofar as the landscape work is concerned, but should know how to handle both their crews and the public well. Mr. Hillenmeyer considered regular meetings of management with the foremen a must.

Good - quality, well - maintained equipment is also a necessity. It is one of your best advertisements. The nurseryman's trucks are moving billboards to advertise his business. The Hillenmeyer firm paints its trucks white, not only because they are more noticeable to the public than a dark-colored truck, but also because the men are proud of clean white trucks.

In closing, Mr. Hillenmeyer repeated an old saying that "Business is sensitive; it goes only where it is invited and stays only where it is treated well."

Promoting Your Business

"How many of us know what our product really is?" asked the next speaker, Allan Dalsimer, Dalsimer, Inc., Cedarhurst, N. Y., to begin his talk on "How To Promote Your Landscape Nursery Business." It is essentially plant material, he answered. But it also includes knowledge of what to select and how to use it. And a complete definition embodies design, skill, maintenance and the help of God.

No one has exploited or sold the nurseryman's product to its utmost potential. When the nurseryman describes his product to the customer, does he remember to show him that plant material yields eye-pleasing results; gives comfort, such as to be found through climate control by plants; yields a profit potential, in that a well-landscaped home properly maintained not only retains its value but usually increases in value, especially if there are trees on the property; that plants afford a better family life in making the home grounds a place the family wishes to enjoy together, and that plants can also increase social status, because if a home is attractively planted and maintained, residents are usually considered to be people of some means?

Mr. Dalsimer offered several suggestions as to how to make the public desire the nurseryman's product. Show your product or your work and

[Continued on page 113]



Henry Lohse, Dixon, Ill., president of the Illinois State Nurserymen's Association and one of the greeters at the A. A. N. convention at Cincinnati, welcomes Roy Clavey, Deerfield, Ill., A. A. N. director, region III, at left, and Vincent Bailey, St. Paul, Minn., A. A. N. vice-president and director, region IV, to the festivities of "Buckeye and Hoosier" night July 17.

Social Events Highlight Cincinnati Convention

Social events were planned for all during the annual convention of the American Association of Nurserymen held at Cincinnati, O. Parties were held Sunday and Monday nights, July 17 and 18, and were climaxed by the past presidents' banquet Wednesday night, July 20. The juniors were taken care of with a well-planned program, and the ladies had a special reception and luncheon. The keynote luncheon and a men's luncheon rounded out the various social activities.

"Buckeye and Hoosier" Night

An informal "Buckeye and Hoosier" night of dancing, refreshments and visiting was enjoyed Sunday evening, July 17, in the Pavillon Caprice of the Netherland Hilton hotel through the courtesy of the Ohio and Indiana nurserymen's associations. An added attraction was a photographer who took comical tintype-style photographs of the guests for convention souvenirs. The queen of the 1960 Hillsdale rose festival held each June at the Hillsdale Landscape Co., Indianapolis, Ind., was introduced, and she presented a corsage of roses to Mrs. Valteau Curtis, wife of the A. A. N. president.

Keynote Luncheon

The presentation of two awards by the American Association of Nurserymen and an inspiring keynote ad-

dress were features of the keynote luncheon, Monday, July 18, marking the formal opening of the 85th annual A. A. N. convention. Another highlight was the reading by A. A. N. President Valteau Curtis of a telegram from President Dwight D. Eisenhower commending nurserymen for their good works and sending best wishes to the convention.

The Norman Jay Colman award was presented to Dr. Aubrey C. Hildreth, director, Denver Botanic Garden, Denver, Colo., as described more fully elsewhere in this issue. The second annual garden writers' award was given to John W. Johnston, since 1931 garden editor of the New York Herald Tribune. The award consisted of a handsome set of Steuben glass, suitably engraved.

In an address entitled "How To Win a War," the keynote speaker, Ed Lipscomb, director of public relations, National Cotton Council of America, Memphis, Tenn., stated that each American must win a personal war between his conscience and the human instinct of greed if the United States is to win both the cold war with Russia and the conflict within the United States, the conflict which every major communist leader has predicted would bring about the destruction of this nation as a world power.

One reason we are losing this war,

said Mr. Lipscomb, is the over-all trend toward national insolvency, destruction of incentive and accomplished but unadmitted socialization and regimentation. A second reason is the extent of our vested interest in a high level of international tension and in the waste and extravagance that accompany it. And third, we are losing this war because practically nobody is fighting wholly, sincerely and unreservedly on the side of the forces that would keep the United States strong. The howls go up when a man faces the specific application, to his own pocketbook, of the very principles of national strength to which he claims allegiance.

Arrayed on one front are the appeals of immediate benefits, business advantages or personal profits from political programs. Here also is the power of inertia. Here, too, is involved the reluctance to become involved. On the other side are our conscience, our judgment, our knowledge.

"To win this war," concluded Mr. Lipscomb, "you must practice what you profess to believe and initiate a conscious effort to help others do the same."

"Over-the-Rhine" Party

A highlight of the entertainment events of the convention was the "Over-the-Rhine" party Monday evening, July 18, from 8 p. m. till 1 a. m. The hotel ballroom was decorated in gay nineties' fashion, with colorful checkered tablecloths, swinging bar doors and a stage backdrop of cancan girls. Favors were derby hats in bright colors for all the guests, large black mustaches for the men and arm garters for the ladies. Entertainment was provided by a suitably costumed barbershop quartet, a strolling accordion player, Keystone cops, a bathing suit girl and cancan girls, and an 8-piece German band played for dancing. Tintype pictures of the guests were taken by a photographer. The entertainment, community singing, dancing, refreshments and general fun were enjoyed by all.

Men's Luncheon

The men in attendance at the convention gathered for an informal luncheon, Tuesday noon, July 19. President Valteau Curtis introduced the officers and directors of the association and then read a telegram from the Greater Cincinnati Rose Association, thanking the A. A. N. for the gift of 1,000 rosebushes which were to be added to the garden in

[Continued on page 117]

Missouri Short Course at Columbia

Crab Apples, Plant Diseases and Sales Methods Are Covered in Varied Program

By D. F. Millikan

Holding an annual meeting in connection with the short course for nurserymen at the University of Missouri, Columbia, June 28 and 29, members of the Missouri State Nurserymen's Association elected officers for the ensuing year as follows: President, Bruce Barrett, Blue Hills Nursery, Kansas City; vice-president, Ben Houlihan, Houlihan Nursery Co., Creve Coeur; secretary-treasurer, Dr. D. F. Millikan, University of Missouri, and assistant secretary-treasurer, Ron Taven, University of Missouri. The nurserymen's program was the first meeting to be held in the university's new Agriculture building.

At the opening session, Dr. R. A. Schroeder, chairman of the department of horticulture, University of Missouri, spoke on the work of the department and the landscaping section, as well as of landscape work on the campus. He mentioned that the past year was the first time that there had been two men on the university staff—Ron Taven and William Summers—to teach and conduct research in the field of landscape work. He expressed pride in their progress and predicted increasing activity in the area.

Two members of the department staff were invited to present papers in Europe this summer. One of these men, Dr. R. N. Goodman, recently returned from a sabbatical leave in Switzerland, works on bacterial diseases and antibiotics and has previously appeared on the nurserymen's program. The other was Dr. D. F. Millikan.

A significant change in the program is the new curriculum for students in horticulture. This is concerned with the over-all horticulture program and features two service courses enabling students from other departments to obtain a better all-round education. One of these, home horticulture, is for any student, while the other, flower arrangement, is numbered jointly with the home economics department. In addition to the new curriculum and building, the department has a new range permitting an extension in research and teaching facilities.

Arie den Boer, Des Moines, Ia., was the second speaker. An authority on ornamental crab apples, Mr. Den Boer came to the United States from Holland and became interested in

crab apples after studying several local selections. This work was soon extended to include exotic species and varieties necessitating studies for determining trueness to name or type. Presently, 95 per cent of the Des Moines collection is authentically identified. No particular incompatibilities have been noted in the work, and all selections seem to be long lived.

Crab Apple Discussion

Mr. Den Boer showed Kodachrome slides of the various selections and commented briefly upon each slide. The first to blossom is the Manchurian crab apple, and this serves as an indicator to time the blooming of others. Chilko crab apple, from Canada, is second, while the first double-flowering selection is the Chinese flowering crab apple. The Japanese flowering crab apple, *M. floribunda*, is another with decorative flowers and an unflinching blooming habit.

A short, bushy type is the Toringo crab apple, with both red and yellow-fruited types and serving as an excellent source of bird food. The Scheidecker crab apple has beautiful, semidouble, pink flowers, which turn white. Another outstanding selection is the tea crab apple, featuring blooming all of the way down on the shoot. The Arnold crab apple is precocious, blooming the first year from bud, while the Sargent crab apple is

smaller, although similar in blooming habit. An old variety is the midget crab apple, from Japan. This selection has flowers retaining pink in the petals.

Purple Types

The first and still the best purple-flowered hybrid to be introduced is the purple crab apple from France. Interesting weeping forms include *Echtermeyer*, with purple foliage, flowers and fruit, and the Thiel crab apple, with green leaves and delicate pink flowers. Cheal's Crimson is an attractive small form from England, with rose-red buds turning white as they unfold. Two forms of interest for gardens of limited size include dwarf and column Siberian.

The Italian or Florentine crab apple is an interesting one, but its best environment has not been found. The Tschonoski crab apple has such an interesting shoot and foliage color that little else is needed to recommend it. The Aldenham variety is a dwarf, semidouble type with purple flowers and interesting form. An old favorite is Jay Darling, which until recently was also sold as *M. atropurpurea*. It has been propagated since 1904 and possesses beautiful red fruit, attractive in the fall and useful for sauces and jellies.

Other crab apples mentioned by Mr. Den Boer included Tanner, from southeast Iowa; Van Eseltine, from Geneva, N. Y.; Dorothea, from the

[Continued on page 128]



Missouri State Nurserymen's Association officers for the coming year elected at the Missouri short course held recently at Columbia: Left to right, Bruce Barrett president; Ben Houlihan, vice-president; D. F. Millikan, secretary-treasurer, and Ronald Taven, assistant secretary-treasurer.

Sorting the Woody Ornamentals

Hardy Honeysuckles Popular as Flowering Shrubs and Vines

By Donald Wyman

Horticulturist, Arnold Arboretum

The honeysuckles constitute a sturdy group of shrubs and vines, some of which can be grown in every state of the Union. As a group they are not subject to severe disease troubles, but some of the vines are highly susceptible to infestations of plant lice. Aside from this, these plants, within their hardiness limits, are easily grown and will usually produce a wealth of foliage, flower and fruit with little care.

Most of them thrive in full sunshine, although there are a few species that seem to do better in partial shade. Also, it may well be that some of the species may do better in limestone soils than in acid soils. For instance, the arboretum has found difficulty in transplanting small plants of *L. korolkowi floribunda*. Some of the honeysuckle vines native to Europe may also be in this category.

American nurseries list about 60 honeysuckles; the Arnold Arboretum

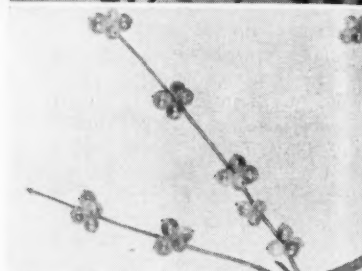
is currently growing about 118. At least 240 species and varieties were considered in making up the following recommended list of 51 species and varieties. This is far too many, but it must be realized that some 17 of this recommended number are vines and are thus in a separate ornamental category from the shrubs.

However, a large number of the honeysuckle shrubs are either similar or have little to recommend them as ornamentals. Few have autumn color. Their ornamental value lies in their flowers, their colorful fruits, their ability to grow under various conditions and — sometimes — their habit of growth.

Hardest Species

The hardest in the recommended list are *L. sempervirens*, *L. tatarica* and *L. chrysantha*, all hardy in zone 3. In fact, the Tatarian honeysuckle is almost as common in the colder northern gardens as is the lilac. It was brought into cultivation about 1752 from southern Russia and shows a great variation in its offspring, both as to flowers and fruits. In fact, it has become naturalized in some parts of the eastern United States, for the birds readily distribute the seeds.

Nurserymen would do well to stop the practice of propagating honeysuckles from seeds for any other than plant-breeding purposes, because they hybridize so readily. There are some excellent varieties of the Tatarian honeysuckle that have to be grown asexually in order to produce similar plants. Another case is the Morrow honeysuckle, an excellent ornamental, with a rounded shape and grayish-green leaves. It has been propagated to such an extent by seeds that most of the plants offered by commercial growers now are not true *L. morrowi*, but hybrids of this



Fruits of Some Honeysuckles

L. Alpigena
L. Quinquelocularis,
L. Maacki
L. Tatarica (Right) and *L. T. Arnold Red* (Left)
L. Bella Rosea

species and *L. tatarica* with a corresponding decidedly upright habit of growth.

Fruits of the honeysuckles range in color from bright red and yellow to dark blue and black, with some being whitish and translucent (*L. quinquelocularis*). They are most attractive



Flowers of *L. Maacki* (Top) and *Henryi*

to the birds. The early-flowering species, such as *fragrantissima* and *standishi*, of course, bear early fruits in the late spring. These, together with the fruits of a few early-flowering shrubs like *Daphne mezereum*, come so early that they are avidly sought by the birds, one of the reasons why they do not remain long enough to give color to the shrub.

On the other hand, the Tatarian honeysuckle and others like it bear their fruits in late June, and some remain colorful for many weeks. *L. maackii* is the last of all to bear colorful fruit, which is bright red and begins to color in late September. The leaves of this species remain on the plants well into November; so the bright, colorful, profusely borne berries, with a background of green leaves, do much to liven up the shrub border at a time when most other deciduous specimens have already dropped their leaves. With these exceptions, most of the shrubby honeysuckles bear their fruits in the summer.

Pink and Red

A recent study I made of some of the pink and red-flowering shrub honeysuckles finally settled the perennial question of just which is the darkest red-flowered bush honeysuckle. Without question the answer is Arnold Red. Growing in close proximity at the Arnold Arboretum are all the contenders, *L. tatarica sibirica*, *L. korolkowi zabeli*, Sheridan Red, Hack's Red and Arnold Red. In our soils, Arnold Red is the darkest.

Here is the way they might be listed from the lightest pink to the darkest red, with color comparisons from the Nickerson Color Fan (those starred * are best in each group):

Very pale pink (almost white)—*L. bella rosea*; *L. notha*; **L. tatarica*, which varies considerably; *L. korolkowi* and its variety *floribunda*.

Pale pink (2.5 R 9/3)—*L. tatarica* varieties **rosea*, **punica* and **elegans*; *L. amoena* and its variety **arnoldiana*.

Petals striped deep pink and white—*L. tatarica* varieties *angustifolia*, **lutea*, **sibirica* and *leroyana*.

Moderate purplish pink (2.5 RP 6/10)—**L. korolkowi aurora*.

Deep purplish pink (7.5 RP 6/12)—**L. bella atrorosea*, Sheridan Red, Hack's Red, *L. amoena rosea* (5 RP 6/10).

Strong purplish red (7.5 RP 4/11)—**L. korolkowi zabeli*, *L. maximowiczii* and its variety *sachalinensis*.

Deep purplish red (10 RP 3/10)—*Arnold Red.

Recommended honeysuckles de-



Lonicera Amoena Alba

scribed later bloom in the following order:

<i>Mid-April</i>	<i>maackii</i> and var.
<i>fragrantissima</i>	<i>morrowi</i>
<i>Early May</i>	<i>tatarica</i>
<i>pileata</i>	Morden Orange
<i>Mid-May</i>	<i>Early June</i>
<i>alpigena</i>	<i>etrusca</i>
<i>bella</i> and vars.	<i>korolkowi</i>
<i>chrysantha</i> and vars.	<i>Mid-June</i>
Clavey's Dwarf	<i>browni</i>
<i>syringantha</i>	<i>japonica halliana</i>
<i>thibetica</i>	<i>Late June</i>
Arnold Red	<i>henryi</i>
Dropmore	<i>Mid-July</i>
<i>Late May</i>	<i>heckrottii</i>
<i>amoena</i> and vars.	<i>sempervirens</i> and
<i>korolkowi aurora</i>	vars.

Recommended Honeysuckles

Following the name of each recommended species or variety appear its natural height at maturity expressed in feet, its hardiness zone, its

place of origin and, in some cases, its common name. The hardiness zones are those given in the author's book, "Shrubs and Vines for American Gardens."

L. alpigena nana: 3, Z 5, central Europe, dwarf Alps honeysuckle—One of the few dwarf honeysuckles and so of value for this reason; flowers deep red, but very small.

L. amoena alba: 9, Z 5, (*tatarica* x *korolkowi*)—Rounded, twiggy bush with white flowers.

L. arnoldiana: 9, Z 5, (*tatarica* x *korolkowi*), Arnold honeysuckle—The flowers are flushed pink, 1 1/4 inches in diameter and narrower than those of the other members of this species. Also, the leaves are narrower, giving the plant a more delicate ap-

[Continued on page 93]



Lonicera Japonica Aureo-Reticulata

Mississippi Meet

Features

Growers' School

By Catherine Campbell



Featured speakers at the growers' session held during the Biloxi meeting of the Mississippi Florists' and Nurserymen's Association: Left to right (seated), C. S. Bush, W. G. Cowperthwaite and A. P. Miller; (standing) Wallace Gordon, Charles Girling and Jay Thomas.

Lawn grasses and their certification in Mississippi, the control of nematodes on nursery stock and the roadside development phase of interstate highway construction in the state were topics of speakers addressing the growers' school of the 18th annual convention of the Mississippi Florists' and Nurserymen's Association at Biloxi, June 25 to 28.

The school was conducted by Prof. C. O. Box, Mississippi State University, State College, Miss., in the Hotel Buena Vista, convention headquarters.

Elect Officers

At the convention business meeting, the M. F. N. A. named Vincent A. Dauro, Dauro Florist, Gulfport, association president. Also elected were Arch Pearson, Pearson Nurseries, Indianola, vice-president of the nurserymen's division; Baxter Pridgen, Pridgen's Florist, Jackson, vice-president of the florists' division, and Nick Cassino, Cassino Florist, Vicksburg, and R. O. Haag, Haag's Flower Shop, Brookhaven, directors.

After registration and social events planned for the nurserymen and florists on Saturday and Sunday, June 25 and 26, the growers were taken Monday on a tour of local nurseries, including Louis Hahn & Son, Long Beach, and Holly Bluff Gardens, Bay St. Louis.

A simple request to the Mississippi Crop Improvement Association is all that is needed for rules to be drawn up for the certification of lawn grasses in the state, growers were told during the education sessions the next day. The state does not now certify any of its vegetatively propagated turf grass. As Professor Box noted, certification is necessary, since it is otherwise often impossible to

identify a grass accurately before planting it.

"Best" Grass a Matter of Opinion

"The best lawn grass, like the prettiest girl, is a matter of opinion and personal preference," said Corwin Johnson, Mississippi State University, to the growers. Texture and color of the leaves, he pointed out, are important criteria of lawn grasses. The ones with leaves that are as fine and soft as silk generally require more care. Others are coarse and harsh, and colors range from yellow green to bluish green. Mr. Johnson told the growers to watch closely grasses that are highly susceptible to diseases and insects and to treat these promptly with proper fungicides and insecticides.

Warm-season grasses — those that begin growing in the early spring, grow vigorously throughout the summer and become dormant with the first fall frost — are truly southern grasses and literally thrive on hot weather, he said. Bermuda grasses, the zoysias, St. Augustine, centipede, carpet and Bahia are examples.

Cool-season grasses, on the other hand, such as bluegrass, fescue, bent and rye, he said, cease to grow during extremely hot weather. In the middle or lower south, these grasses normally act as annuals and are not recommended for permanent lawns, being used mainly in shady situations or as temporary or winter lawns.

Bermuda Used Most Frequently

The lawn grass oftenest used south of the Mason-Dixon line, said the speaker, is the common Bermuda grass, which can be seeded or sprigged and is readily available and inexpensive. It is, however, often

criticized for its tendency to spread to flower beds and other gardens.

Mr. Johnson said zoysia grass is rapidly increasing in popularity. The slow rate at which it grows is a disadvantage in that it may require two years to establish a lawn, but zoysia is desirable, because once established, it demands less frequent mowing and fertilization. Almost all zoysia varieties must be established from sod or sprigs.

There are literally dozens of new lawn or turf-type Bermuda grasses on the market, the speaker commented, and more are being introduced each year. Some of the most widely known of the new grasses are Tiflawn, Tiffine, Tifgreen, Sunturf, U-3, Uganda, Ormond, Everglades, Bayshore, Texturf 1F, Texturf 10 and T-22.

The varieties with the Tif- prefix (derived from Tifton, Ga., where they originated) were among the first to be released and are probably still the most popular and readily available of the new Bermuda grasses, the speaker noted.

Dr. Clinton Graves, Mississippi State University, presented a paper that he had prepared in collaboration with Professor Box, Henry J. Smith and James H. Cochran, emphasizing the important points of the currently recommended procedures for nematode control.

Studies of the parasitic root-knot nematode indicate that (1) a susceptible host is necessary for its continuance; (2) fallowing, especially in dry weather, could be a useful control, and (3) nematodes are less likely to be a problem in heavy soils, or soils rich in organic matter.

Steam is perhaps the most efficient means of nematode control for green-

[Continued on page 54]

North Carolinians Tour Neighbor States

By Thomas F. Cannon

Sixty-five nurserymen, wives and children boarded two buses at Raleigh, N. C., June 19 for visits to nurseries in Alabama and Tennessee. The tour, an annual event sponsored by the North Carolina Association of Nurserymen, was directed by Hugh Vann, Raleigh, executive secretary of N. C. A. N.

The first major stop June 20 was at Oak Ridge, Tenn., for a tour of the Atomic Energy museum and plant experimental plots. Dr. Nathan Hall, of the atomic energy commission, guided the tour through the field plots and explained the work of scientists who are concerned with the effects of atomic radiation on plant growth. To date, work there is primarily concerned with development of new strains of plants by using irradiation to cause genetic changes in seeds. Of interest to nurserymen were fine-bladed strains of tall fescue, which might prove adaptable as lawn grasses. Variations in some common varieties of chrysanthemums were also of interest.

The afternoon of June 20, representatives of the Middle Tennessee Nursery Association greeted the North Carolina group at McMinnville, Tenn., and furnished automobile transportation to some of the nurseries in the area. It was indicated that there are over 3,000 acres of nursery stock within 10 miles of McMinnville and it would be impossible to see all of the establishments in one afternoon. Most of the North Carolina nurserymen had the oppor-



Some of the travelers and hosts of nurseries visited on the annual North Carolina tour: Left to right, Hubert Nicholson, Commercial Nursery Co., Decherd, Tenn.; Hugh Vann, Raleigh, N. C.; Dan Reynolds, L. A. Reynolds Co., Winston-Salem, N. C.; Hoskins Shadow, Tennessee Valley Nursery, Winchester, Tenn.; Jerome Lindley, Jerome Lindley Nursery, Graham, N. C., and E. E. Chattin, Southern Nursery & Landscape Co., Winchester, Tenn.

tunity to visit the Forest Nursery Co., Boyd Nursery Co., Warren County Nursery and Triangle Nursery, all at McMinnville.

Among the 25 or 30 nurserymen who were hosts to the North Carolina group for the tour of the McMinnville area and for dinner at the McMinnville Country Club were Leslie Hobbs, McMinnville, president of the Middle Tennessee Nursery Association, and D. Porter Hene-gar, McMinnville, secretary of the Middle Tennessee Nursery Association and executive secretary of the Southern Nurserymen's Association.

Hubert Nicholson, Commercial Nursery Co., Decherd, greeted the

North Carolina group June 21 and directed a tour of his nursery where June budding of peaches was in progress. School buses were provided for the tour of the nursery blocks containing shade and flowering trees. The second stop of the morning was for a visit with Harvey Templeton, Jr., and his Phytotektor, at Winchester. While there, the nurserymen observed Mr. Templeton's propagation units in operation and saw his experimental work on spacing of liners.

Lunch was served at the Tennessee Valley Nursery by wives of Winchester nurserymen. After lunch, Hoskins Shadow guided a tour of his nursery, where dogwoods are produced in quantity. Mr. Shadow also exhibited several items of equipment that he has developed or found useful in his growing. After the visit with Mr. Shadow, many of the nurserymen went to the Southern Nursery & Landscape Co. and other nurseries in the McMinnville area.

Mr. and Mrs. Hubert Nicholson were hosts at their home for dinner June 21. Mrs. Nicholson was aided in preparing and serving the meal by wives of other nurserymen.

Alabama Visits

An early start June 22 provided ample time for visits with "Cap" C. J. Hayden, Athens Nursery Co., Athens, Ala.; John Fraser, Huntsville Wholesale Nursery Co., Huntsville, Ala., and "Uncle" Henry Chase, Chase Nursery Co., Chase, Ala.

"Cap" Hayden supplied some interesting information during visits to



Left to right, Henry Orr, horticulture department, Alabama Polytechnic Institute, Auburn, Ala.; "Cap" C. J. Hayden, Athens Nursery Co., Athens, Ala., and Hugh Vann, Raleigh, executive secretary, North Carolina Association of Nurserymen, photographed during recent North Carolina nurserymen's tour.

[Concluded on page 42]

Plan Convention at New York Outing

By A. M. S. Pridham

Directors and committee chairmen were the only members required to give much of their time to business matters during the summer meeting of the New York State Nurserymen's Association July 7 and 8; the rest of the 150 members and their families who gathered at the Long Island Agricultural and Technical Institute, Farmingdale, were free to devote themselves to the tours and social events featured on the program.

These were arranged by Charles Mouquin, Eugene Mouquin, Inc., Glen Head, L. I., and started with

lunch at Dahlstrom's restaurant Thursday, July 7, after which visits were made to the Vanderbilt estate, to Burwood and to Theodore Roosevelt's home at Huntington, L. I. A tour of Panfield Nurseries, Huntington, preceded Friday evening's Long Island clam bake, which was held on the nursery grounds overlooking Huntington harbor and Long Island sound.

The series of business sessions held during the summer meeting began the evening of July 6 with a conference of the 1960 convention commit-

tees called by Ed Curtis, Curtis Nurseries, Callicoon, N. Y., general chairman.

Executive Secretary Edwin Kirk surveyed program developments to date for the convention, scheduled for November 29 to December 1 at the Concord hotel, Kiamesha lake, Monticello, N. Y. Events planned so far include a trade exposition, panel discussions on the nursery business in New York, a dinner honoring the Empire state nurseryman of the year, a past presidents' banquet and presentation of the "Nursery Hall of Fame" awards.

The convention committees reported briefly and received comments on their proposed program activities. In concluding the meeting, Mr. Kirk announced that a printing of 10,000 copies is planned for the 1960 trade and supply directory to allow for state and national distribution beginning at the winter convention.

A. L. Synesael, Jackson & Perkins Co., Newark, N. Y., president of the N. Y. S. N. A., presided at the directors' meetings held at the Long Island Agricultural and Technical Institute.

The minutes of the March meeting and the treasurer's report were first approved, and then committee reports were heard. The committee on communications reported that improved facilities of the Albany office will permit expansion of the association's news-letter to include the technical information formerly contained in New York Nursery Notes, which will be discontinued as a separate publication of the New York state association.

After Executive Secretary Kirk reported on legislative developments since the March meeting, the directors were given a preview of the association's information folder No. 1, Friendly Evergreens for Year-round Beauty. This is the first in a planned series of publicity and sales aids to be provided by the N. Y. S. N. A. for use by its members.

The major items under consideration by the directors—the proposed articles of incorporation and the revised constitution—were both read and discussed at length. Changes brought up at this meeting will be considered again at the October directors' meeting, so that the membership will have ample time to study the drafts of these documents before the winter convention.

Connecticut Meeting

By Kenneth Bradley

The annual summer meeting of the Connecticut Nurserymen's Association was held July 6 at the Lake Compounce amusement park, Bristol, Conn., attended by well over 150 members and guests and their families.

Members were greeted at the registration desk by Secretary and Mrs. Erwin Whitham and the new executive secretary, Charles Barr. Inasmuch as the goal of the summer meeting is informal sociability, members spent the morning renewing friendships or enjoying a swim in the lake.

After lunch, which was served in the ballroom, President Bruce Vanderbrook presided at a short business

meeting. He welcomed the members and remarked on the large attendance.

In the first item of business, two applications for membership were read and approved. The new association member and junior member, respectively, are Louis E. Page, Inc., West Concord, Mass., represented by Archie T. Colvin, Chester, Conn., and Jan Sybesma, Imperial Nurseries, East Hartford, Conn.

President Vanderbrook asked Kenneth Bradley, horticulture department, University of Connecticut, to introduce new faculty members who were attending the nurserymen's meeting for the first time. Pre-

[Concluded on page 26]



Officials of the Connecticut Nurserymen's Association conferring during the group's summer meeting at Lake Compounce: Left to right, Robert Bird, arrangements committee chairman; President Bruce Vanderbrook, and Secretary Erwin W. Whitham.



Feature Rosedom's Royal Family

ARMSTRONG ROSES — LEADING WINNERS OF ALL-AMERICA AWARDS



DUET



PINK PARFAIT

The only All-America Roses for 1961!

The most publicized new roses in history! Both All-America publicity and Armstrong's own powerful national advertising and publicity campaign are concentrating on them. Sales volume will break all records for new roses.

Duet is a thrilling new bicolored Hybrid Tea. Rich salmon-pink contrasts with sparkling orange-red . . . the kind of color drama that always sells. And, hot weather or cold, moist or dry, Duet retains its lovely form and unique rich color.

Pink Parfait softly blends pastel shades of pink. This robust, easy-to-grow Grandiflora is continually loaded with dainty buds and high-centered blooms. We've counted as many as 100 on a single plant at one time!

Armstrong roses are grown in California, on husky Dr. Huey understock. They are carefully handled, critically graded, nationally advertised, known, wanted. By featuring Armstrong roses . . . Rosedom's Royal Family . . . you'll make *extra* sales.

WRITE FOR OUR WHOLESALE LIST

ARMSTRONG NURSERIES

ONTARIO, CALIFORNIA



CIRCUS



BUCCANEER



GARDEN PARTY



AZTEC



CHARLOTTE
ARMSTRONG



EL CAPITAN



HELEN TRAUBEL



MONTEZUMA



DUET



PINK PARFAIT

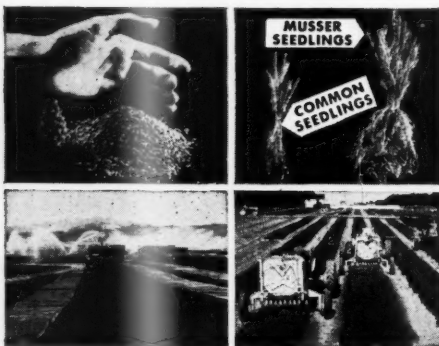
*20 MILLION TREES A YEAR!

*NOW OVER 35 MILLION!

MUSSER TREES BUILD SATISFIED CUSTOMERS —

Because of—Selected Seed, Good Heredity Characteristics, Scientific Methods of Planting and Propagation, Heavy Roots, Sturdy Tops and Rapid Growth —Musser Trees grow and thrive where others may fail to survive.

MUSSER TREES Grow Best!



Good Tree Stock Pays Dividends

Musser Forests takes pride in supplying vigorous, high-quality nursery stock. To keep abreast with increasing costs of production the most modern equipment is used. Experienced personnel are employed, many with over 20 years' service. . . Our production has increased year after year to keep pace with the ever-increasing demand for Musser trees.

OUR TREMENDOUS VOLUME ENABLES US TO SAVE YOU MONEY

• SPECIAL STRAIN SCOTCH PINE

Very best Christmas tree strain. Grown from seed collected by our own men from selected parent trees. Exceptionally healthy, sturdy, straight-stemmed. We have all other best strains Scotch Pine.

	Per 100	Per 1000
2-yr., S., 4 to 8 ins.	\$ 6.00	\$ 30.00
3-yr., S., 8 to 16 ins.	9.00	45.00
4-yr., T., 8 to 14 ins.	20.00	100.00

• MUGHO PINE

3-yr., S., 2 to 4 ins.	7.00	35.00
4-yr., T., 3 to 5 ins.	15.00	75.00

• AUSTRIAN PINE

2-yr., S., 3 to 6 ins.	5.00	25.00
3-yr., S., 8 to 14 ins.	8.00	40.00

• BLACK HILLS SPRUCE

3-yr., S., 5 to 10 ins.	7.00	35.00
4-yr., S., 8 to 12 ins.	10.00	50.00
4-yr., T., 4 to 8 ins.	15.00	75.00

• NORWAY SPRUCE—Fast-growing

2-yr., S., 5 to 10 ins.	7.00	35.00
3-yr., S., 10 to 16 ins.	10.00	50.00
3-yr., T., 5 to 10 ins.	15.00	75.00
5-yr., T., 12 to 18 ins.	25.00	125.00

• WHITE SPRUCE

3-yr., S., 8 to 12 ins.	8.00	40.00
4-yr., T., 6 to 12 ins.	15.00	75.00

• COLORADO BLUE SPRUCE

3-yr., S., 6 to 12 ins.	11.00	55.00
4-yr., T., 4 to 8 ins.	18.00	90.00

• DOUGLAS FIR

2-yr., S., 4 to 8 ins.	5.00	25.00
3-yr., S., 8 to 12 ins.	11.00	55.00

• AMERICAN ARBORVITAE

3-yr., S., 8 to 12 ins.	8.00	40.00
-------------------------	------	-------

• CANADIAN HEMLOCK

2-yr., S., 3 to 6 ins.	9.00	45.00
3-yr., S., 8 to 12 ins.	16.00	80.00
3-yr., T., 8 to 12 ins.	20.00	100.00

• CONCOLOR FIR

2-yr., S., 4 to 8 ins.	7.00	35.00
------------------------	------	-------

• JAPANESE YEW—Grown from seed Taxus cuspidata capitata— upright pyramidal

	Per 100	Per 1000
3-yr., S., 8 to 12 ins.	\$30.00	\$200.00
4-yr., T., 6 to 10 ins.	40.00	300.00

• JAPANESE YEW—Transplanted rooted cuttings

Taxus cuspidata—spreading		
1-yr., T., 5 to 6 ins.	25.00	175.00
2-yr., T., 6 to 8 ins.	35.00	250.00
3-yr., T., 8 to 12 ins.	45.00	350.00

Taxus hicksii—upright

1-yr., T., 5 to 7 ins.	25.00	175.00
2-yr., T., 8 to 10 ins.	40.00	300.00

Taxus brownii—upright

1-yr., T., 4 to 6 ins.	25.00	175.00
2-yr., T., 6 to 8 ins.	40.00	300.00

Taxus cuspidata capitata—upright

1-yr., T., 4 to 6 ins.	25.00	175.00
------------------------	-------	--------

Taxus intermedia—spreading

1-yr., T., 4 to 6 ins.	25.00	175.00
2-yr., T., 6 to 8 ins.	35.00	250.00

• JUNIPER—Blue Pfitzer—Chinensis hetzi

1-yr., T., 5 to 7 ins.	25.00	200.00
------------------------	-------	--------

• GLOBE ARBORVITAE

1-yr., T., 4 to 6 ins.	30.00	250.00
------------------------	-------	--------

Hovey's—green

1-yr., T., 4 to 6 ins.	25.00	200.00
------------------------	-------	--------

• PYRAMIDAL ARBORVITAE—Compacta

1-yr., T., 5 to 7 ins.	35.00	300.00
------------------------	-------	--------

• JAPANESE HOLLY

Ilex rotundifolia		
*4-yr., T.T., 12 to 15-in. spread, \$2.00 each		
*Sold in lots 5 or more.		

• NORWAY MAPLE

Seedlings, 10 to 16 ins.	10.00	50.00
--------------------------	-------	-------

• WHITE DOGWOOD

Seedlings, 18 to 24 ins.	16.00	80.00
--------------------------	-------	-------

ORDER NOW!

Write or Phone:
Hopkins 5-5686

MUSSER FORESTS

Box 16 1
INDIANA, PENNA.

Many Other Evergreen Items—Rhododendrons and Azaleas
— All stock is carefully graded and packed —

No charge for packing and boxing. Our cold storage permits late shipment.
SEND FOR COMPLETE CATALOG AND WHOLESALE PLANTING
LIST — also famous CHRISTMAS TREE GROWERS' GUIDE.

COVER ILLUSTRATION

Lonicera Arnold Red

Lonicera Arnold Red originated as a chance seedling at the Arnold Arboretum in 1947. Seeds of a plant labeled *L. tatarica pulcherrima* were sown and, as could be expected, among several hundred seedlings there was great variation in the flowers and fruits. This one was selected, later named and distributed to commercial growers in 1954.

Like other varieties of *L. tatarica*, it is vigorous, upright and at maturity tends to have few branches at the base of the plant. The flowers are a deep purplish red (10 RP 3/10 of the Nickerson Color Fan) and seven eighths of an inch to an inch across.

They are profusely borne every year and, even more important, last in color for at least two and sometimes three weeks. This is not true of many shrub honeysuckles, but is an outstanding asset of Arnold Red.

It is the darkest red-flowered shrub honeysuckle in our collection at the Arnold Arboretum, and we have most of them growing together under similar conditions. Hack's Red, Sheridan Red, korolkowi zabeli, tatarica sibirica and several others have been contenders for the title "darkest red," but under our conditions this honor belongs to Arnold Red.

The plant blooms in mid-May, but by June 1 is still covered with blossoms. The fruits are often as much as three eighths of an inch in diameter and are dark red in color. Although there are many varieties of *L. tatarica* available, possibly too many, Arnold Red has merit as being outstanding from them all in flower color.

Donald Wyman

DALLAS ELECTION HELD

Newly elected officers of the Nursery and Landscape Association of Dallas, Tex., all of Dallas unless otherwise noted, are Mrs. John Sabatini, Sabatini Nursery & Landscape Co., president; George R. Hunt, Dallas landscape architect, vice-president, and E. E. Leverett, Leverett's Nursery, secretary-treasurer. Directors are Robert Dewers, Dewers Landscape Service; George Sliter, Greenville Nursery; Winton Jones, Lambert Landscape Co.; Jack Smithers, Smithers' Nursery; T. H. Voirin, Voirin Nursery, Irving, Tex., and H. M. Haswell, Haswell Nursery & Landscape Co.



FOR A BANNER YEAR OF PROFIT order these new P & D Roses

Peterson & Dering is proudly introducing three new roses for the 1961 season, and you will be sure to profit if you get under their banner. As usual, these roses will be nationally advertised in color and publicized through the nation's leading garden pages.

Backing this national promotion will be many new and colorful merchandising aids planned to help you move more roses. We have a fine crop this year and should have adequate supplies to meet your demands. For more information, send for our new catalog and listings today.



**NEW
1961
CATALOG
NOW
READY!**

Our new 32-page Rose Reference Book, containing complete descriptions of 154 rose varieties and beautiful color illustrations of the latest P&D introductions, is now available to the trade. A useful reference for your sales people and customers, it is yours Free for the asking.



Charter Member

Oregon's Best Source of Good Roses—"The Finest Anywhere"

Cartwright Nursery Co.

We are having a wonderful growing season, and we have available for the 1960 season the largest stock of top-quality evergreens that we have ever offered. We would be very happy to have you visit us at the nursery and see our stock growing in the fields. We are, at this time, using 2400 acres of good west Tennessee land to produce for you the very best in evergreens, and we think it would be worth your time to visit us if you are interested in the best stock available at very reasonable prices.

	Each Per 10	Each Per 100		Each Per 10	Each Per 100		Each Per 10	Each Per 100
Dark Green American Arborvitae			Pfitzer Juniper, Blue			Hetzl glauca Juniper, staked		
18 to 24 ins.	\$1.25	\$1.00	12 to 15 ins.	\$1.25	\$1.10	2 to 3 ft.	\$3.00	
24 to 30 ins.	1.75	1.50	15 to 18 ins.	1.70	1.50	3 to 4 ft.	4.00	
30 to 36 ins.	2.25	2.00	18 to 24 ins.	2.25	2.00	4 to 5 ft.	5.00	
3 to 4 ft.	3.00	2.50						
Compacta erecta Globe Arborvitae			Blue Vase Juniper			Chinese mascula Juniper		
12 to 15 ins.	1.25	1.00	15 to 18 ins.	1.70	1.50	3 to 4 ft.	3.25	
15 to 18 ins.	1.50	1.25	Pfitzer Juniper (Gold Tip)			4 to 5 ft.	4.25	
18 to 24 ins.	1.75	1.50	15 to 18 ins.	1.70	1.50	Chinensis columnaris Juniper		
24 to 30 ins.	2.25	2.00	30 to 36 ins.	3.50	3.00	2 to 3 ft.	2.75	
30 to 36 ins.	2.75	2.50	Pfitzer Compacta Juniper, (Kallay)			3 to 4 ft.	3.75	
Globe American Arborvitae			12 to 15 ins.	1.25	1.10	Sylvestris Juniper		
12 to 15 ins.	1.25	1.00	15 to 18 ins.	1.70	1.50	3 to 4 ft.	2.25	
15 to 18 ins.	1.50	1.25	18 to 24 ins.	2.25	2.00	Sabina Von Ehron Juniper, staked		
18 to 24 ins.	2.00	1.75	24 to 30 ins.	2.75	2.50	2 to 3 ft.	3.00	
24 to 30 ins.	2.50	2.25	Pfitzer Compacta Juniper (Nick's)			3 to 4 ft.	4.00	
30 to 36 ins.	3.00	2.75	12 to 15 ins.	1.25	1.10	Scopulorum Blue Haven Juniper		
Globe Parson's Compacta Arborvitae			15 to 18 ins.	1.70	1.50	2 to 3 ft.	2.75	
15 to 18 ins.	1.75	1.50	18 to 24 ins.	2.25	2.00	3 to 4 ft.	3.75	
Siberian Arborvitae			24 to 30 ins.	2.75	2.50	4 to 5 ft.	4.75	
(Thuja wareana)			Pfitzer Nana Juniper (Armstrong)			Sparta Juniper		
15 to 18 ins.	1.25	1.00	12 to 15 ins.	1.25	1.10	2 to 3 ft.	2.75	
18 to 24 ins.	1.75	1.50	15 to 18 ins.	1.70	1.50	Virginiana Juniper (Red Cedar)		
Pyramidal American Arborvitae			18 to 24 ins.	2.25	2.00	2 to 3 ft.	1.75	
18 to 24 ins.	1.50	1.25	24 to 30 ins.	2.75	2.50	3 to 4 ft.	2.25	
24 to 30 ins.	1.75	1.50	30 to 36 ins.	3.25	3.00	4 to 5 ft.	3.00	
30 to 36 ins.	2.50	2.25	Maneyi Juniper			Virginiana burki Juniper		
3 to 4 ft.	3.00	2.75	15 to 18 ins.	2.00	1.75	2 to 3 ft.	2.75	
4 to 5 ft.	3.50	3.25	18 to 24 ins.	2.50	2.25	3 to 4 ft.	3.75	
5 to 6 ft.	4.00	3.75	Meyeri Juniper			4 to 5 ft.	4.75	
Baker's Arborvitae			15 to 18 ins.	2.00	1.75	Virginiana Canaerti Juniper		
24 to 30 ins.	1.35	1.10	18 to 24 ins.	2.50	2.25	2 to 3 ft.	2.75	
30 to 36 ins.	1.60	1.35	Repandens Juniper			3 to 4 ft.	3.75	
Berckmans Golden Arborvitae			15 to 18 ins.	1.25	1.10	4 to 5 ft.	4.75	
12 to 15 ins.	1.25	1.00	18 to 24 ins.	1.75	1.50	5 to 6 ft.	6.00	
15 to 18 ins.	1.40	1.20	24 to 30 ins.	2.25	2.00	Virginiana Dundee Juniper		
18 to 24 ins.	1.70	1.50	30 to 36 ins.	2.75	2.50	2 to 3 ft.	2.75	
24 to 30 ins.	2.25	2.00	Sabina Juniper			Virginiana glauca Juniper		
30 to 36 ins.	2.75	2.50	12 to 15 ins.	1.20	1.00	2 to 3 ft.	2.75	
Blue Cone Arborvitae			15 to 18 ins.	1.50	1.25	3 to 4 ft.	3.75	
18 to 24 ins.	1.20	1.00	18 to 24 ins.	2.00	1.75	4 to 5 ft.	4.75	
24 to 30 ins.	1.45	1.25	Sabina horizontalis Juniper			5 to 6 ft.	6.00	
30 to 36 ins.	1.70	1.50	15 to 18 ins.	1.70	1.50	Cupressitolia Juniper (Hillspire)		
3 to 4 ft.	2.25	2.00	18 to 24 ins.	2.25	2.00	3 to 4 ft.	3.75	
Bonita Arborvitae			Sabina tamariscifolia Juniper			4 to 5 ft.	4.75	
15 to 18 ins.	1.35	1.20	15 to 18 ins.	1.75	1.50	5 to 6 ft.	6.00	
18 to 24 ins.	1.70	1.50	Sabina Von Ehron Juniper			Virginiana canaerti Juniper		
24 to 30 ins.	2.25	2.00	15 to 18 ins.	1.50	1.25	2 to 3 ft.	2.25	
30 to 36 ins.	2.75	2.50	18 to 24 ins.	2.00	1.75	3 to 4 ft.	3.50	
Excelsa Arborvitae			24 to 30 ins.	2.50	2.25	4 to 5 ft.	4.75	
24 to 30 ins.	1.45	1.25	30 to 36 ins.	3.00	2.75	Fastigiata Juniper		
30 to 36 ins.	1.70	1.50	Sargenti Juniper			24 to 30 ins.	1.20	
3 to 4 ft.	2.25	2.00	12 to 15 ins.	1.25	1.10	30 to 36 ins.	1.50	
4 to 5 ft.	3.00	2.50	15 to 18 ins.	1.70	1.50	3 to 4 ft.	1.75	
Fruitlandi Arborvitae			18 to 24 ins.	2.25	2.00	4 to 5 ft.	2.00	
18 to 24 ins.	1.70	1.50	Virginiana globosa Juniper			5 to 6 ft.	2.25	
24 to 30 ins.	2.25	2.00	15 to 18 ins.	2.75	2.50	6 to 8 ft.	3.50	
Mayhews Arborvitae			18 to 24 ins.	3.50	3.25	Cedrus atlantica		
30 to 36 ins.	1.70	1.50	Virginalis Juniper			2 to 3 ft.	1.75	
3 to 4 ft.	2.25	2.00	15 to 18 ins.	1.50	1.25	3 to 4 ft.	2.75	
Newark Arborvitae			18 to 24 ins.	2.00	1.75	4 to 5 ft.	3.75	
24 to 30 ins.	1.45	1.25	24 to 30 ins.	2.50	2.25	5 to 6 ft.	4.75	
30 to 36 ins.	1.70	1.50	Ames Juniper			Cedrus deodara		
3 to 4 ft.	2.25	2.00	2 to 3 ft.	2.75	2.50	2 to 3 ft.	1.75	
4 to 5 ft.	2.75	2.50	3 to 4 ft.	3.75	3.50	3 to 4 ft.	2.75	
Andorra Juniper			Excelsa stricta Juniper			4 to 5 ft.	3.75	
12 to 15 ins.	1.25	1.10	12 to 15 ins.	1.15	1.00	Chamaecyparis plumosa, green		
15 to 18 ins.	1.50	1.25	15 to 18 ins.	1.35	1.20	2 to 3 ft.	2.00	
18 to 24 ins.	1.75	1.50	18 to 24 ins.	1.75	1.50	3 to 4 ft.	2.50	
24 to 30 ins.	2.25	2.00	24 to 30 ins.	2.25	2.00	4 to 5 ft.	3.25	
30 to 36 ins.	2.75	2.50	30 to 36 ins.	3.00	2.75	Chamaecyparis plumosa aurea		
Chinensis procumbens Juniper			3 to 4 ft.	3.50	3.25	2 to 3 ft.	2.00	
12 to 15 ins.	1.25	1.10	4 to 5 ft.	4.00	3.75	3 to 4 ft.	2.50	
15 to 18 ins.	1.70	1.50	Juniper, chinensis Iowa			Austrian Pine		
18 to 24 ins.	2.25	2.00	2 to 3 ft.	2.75	2.50	2 to 3 ft.	2.25	
Golden Canadian Juniper			Juniper, Nova			3 to 4 ft.	3.25	
15 to 18 ins.	1.70	1.50	2 to 3 ft.	2.25	2.00	4 to 5 ft.	4.25	
Hetzl glauca Juniper			3 to 4 ft.	2.75	2.50	5 to 6 ft.	5.50	
12 to 15 ins.	1.20	1.00	Variegata Juniper			White Pine		
15 to 18 ins.	1.45	1.30	18 to 24 ins.	1.75	1.50	2 to 3 ft.	2.25	
18 to 24 ins.	2.00	1.75	2 to 3 ft.	2.25	2.00	3 to 4 ft.	3.25	
24 to 30 ins.	2.50	2.25	Densa glauca Juniper			4 to 5 ft.	4.25	
30 to 36 ins.	3.00	2.75	2 to 3 ft.	2.00	1.75	5 to 6 ft.	5.50	
Pfitzer Juniper			3 to 4 ft.	2.75	2.50	Mugho Pine		
12 to 15 ins.	1.25	1.10				12 to 15 ins.	1.75	
15 to 18 ins.	1.70	1.50				15 to 18 ins.	2.25	
18 to 24 ins.	2.25	2.00				18 to 24 ins.	2.75	
24 to 30 ins.	2.75	2.50						

	Each Per 10	Each Per 100		Each Per 10	Each Per 100		Each Per 10	Each Per 100
<i>Abelia grandiflora</i>			<i>Ilex crenata repandens</i>			<i>Lonicera yunnanensis</i>		
2 to 3 ft.	\$1.25	\$1.00	12 to 15 ins.	\$1.25	\$1.00	15 to 18 ins.	\$1.20	\$1.00
<i>Azalea (Illicium)</i>			15 to 18 ins.	1.50	1.25	18 to 24 ins.	1.50	1.25
2 to 3 ft.	1.50	1.25	18 to 24 ins.	2.00	1.75	<i>Loropetalum chinensis</i>		
3 to 4 ft.	2.25	2.00	24 to 30 ins.	2.25	2.00	15 to 18 ins.	1.15	1.00
<i>Barberry, julianae</i>			<i>Ilex crenata rotundifolia</i>			18 to 24 ins.	1.40	1.25
15 to 18 ins.	1.75	1.50	12 to 15 ins.	1.15	1.00	24 to 30 ins.	1.75	1.50
18 to 24 ins.	2.25	2.00	15 to 18 ins.	1.40	1.25	<i>Magnolia alexandrina</i>		
<i>Cornus, harlandi</i>			18 to 24 ins.	1.65	1.50	4 to 5 ft.	3.75	3.50
8 to 10 ins.85	.75	24 to 30 ins.	2.25	2.00	<i>Magnolia glauca</i>		
10 to 12 ins.	1.15	1.00	30 to 36 ins.	3.00	2.75	2 to 3 ft.	1.75	1.50
12 to 15 ins.	1.40	1.25	3 to 4 ft.	4.00	3.50	3 to 4 ft.	2.25	2.00
15 to 18 ins.	1.65	1.50	<i>Ilex crenata rotundifolia, pyramids</i>			4 to 5 ft.	2.75	2.50
<i>Cornus, sempervirens</i>			24 to 30 ins.	2.25	2.00	5 to 6 ft.	3.50	3.25
12 to 15 ins.	1.40	1.25	30 to 36 ins.	3.25	3.00	6 to 8 ft.	5.50	5.00
15 to 18 ins.	2.25	2.00	3 to 4 ft.	4.50	4.00	<i>Magnolia grandiflora</i>		
18 to 24 ins.	2.75	2.50	<i>Ilex glabra</i>			2 to 3 ft.	1.75	1.50
<i>Cornus, welleri</i>			15 to 18 ins.	1.20	1.00	3 to 4 ft.	2.75	2.50
12 to 15 ins.	1.40	1.25	18 to 24 ins.	1.75	1.50	4 to 5 ft.	3.75	3.50
15 to 18 ins.	2.00	1.75	24 to 30 ins.	2.75	2.50	5 to 6 ft.	5.50	5.00
<i>Camellia sasanqua</i>			30 to 36 ins.	2.75	2.50	6 to 8 ft.	8.25	7.50
(Uzu Beni-Kantsubaki)			<i>Ilex opaca seedlings</i>			<i>Magnolia rustica rubra</i>		
24 to 30 ins.	2.25	2.00	2 to 3 ft.	1.75	1.50	4 to 5 ft.	3.75	3.50
<i>Claytonia japonica</i>			3 to 4 ft.	2.75	2.50	<i>Magnolia soulangiana</i>		
15 to 18 ins.	1.20	1.00	4 to 5 ft.	3.75	3.50	2 to 3 ft.	2.00	1.75
18 to 24 ins.	1.75	1.50	5 to 6 ft.	5.50	5.00	3 to 4 ft.	2.75	2.50
<i>Eleagnus fruitlandi</i>			<i>Ilex opaca Arden</i>			4 to 5 ft.	3.50	3.25
2 to 3 ft.	1.25	1.00	2 to 3 ft.	2.25	2.00	5 to 6 ft.	4.50	4.00
3 to 4 ft.	1.75	1.50	<i>Ilex Croonenburg</i>			6 to 8 ft.	5.50	5.00
<i>Eleagnus simoni</i>			2 to 3 ft.	2.25	2.00	<i>Magnolia soulangiana nigra</i>		
2 to 3 ft.	1.25	1.00	3 to 4 ft.	3.25	3.00	3 to 4 ft.	2.75	2.50
3 to 4 ft.	1.75	1.50	4 to 5 ft.	4.25	4.00	<i>Magnolia stellata</i>		
<i>Euonymus alatus compactus</i>			5 to 6 ft.	5.25	5.00	18 to 24 ins.	2.00	1.75
15 to 18 ins.	1.50	1.25	<i>Ilex East Palatka</i>			2 to 3 ft.	3.00	2.50
18 to 24 ins.	1.75	1.50	2 to 3 ft.	1.75	1.50	3 to 4 ft.	4.50	4.00
24 to 30 ins.	2.25	2.00	3 to 4 ft.	2.75	2.50	<i>Nandina domestica</i>		
30 to 36 ins.	2.25	2.00	4 to 5 ft.	3.75	3.50	15 to 18 ins.90	.75
<i>Euonymus coloratus</i>			5 to 6 ft.	5.50	5.00	18 to 24 ins.	1.20	1.00
15 to 24 ins.	1.25	1.00	<i>Ilex opaca fosteri</i>			24 to 30 ins.	1.50	1.25
24 to 30 ins.	1.50	1.25	2 to 3 ft.	2.25	2.00	30 to 36 ins.	1.75	1.50
30 to 36 ins.	2.25	2.00	3 to 4 ft.	3.25	3.00	<i>Nandina domestica, dwarf</i>		
<i>Euonymus fortunei erectus</i>			4 to 5 ft.	4.25	4.00	15 to 18 ins.	1.15	1.00
15 to 18 ins.	1.25	1.00	<i>Ilex howardi</i>			18 to 24 ins.	1.40	1.25
18 to 24 ins.	1.50	1.25	2 to 3 ft.	2.25	2.00	<i>Osmanthus aquifolium</i>		
24 to 30 ins.	1.70	1.50	3 to 4 ft.	3.25	3.00	18 to 24 ins.	1.50	1.25
30 to 36 ins.	2.25	2.00	4 to 5 ft.	4.25	4.00	<i>Osmanthus fortunei</i>		
<i>Euonymus japonicus</i>			5 to 6 ft.	5.25	5.00	18 to 24 ins.	1.50	1.25
15 to 24 ins.	1.15	1.00	<i>Ilex Hume No. 2</i>			24 to 30 ins.	1.75	1.50
24 to 30 ins.	1.70	1.50	2 to 3 ft.	2.25	2.00	30 to 36 ins.	2.25	2.00
3 to 36 ins.	2.25	2.00	3 to 4 ft.	3.25	3.00	<i>Photinia serrulata</i>		
<i>Euonymus patens</i>			4 to 5 ft.	4.25	4.00	18 to 24 ins.	1.20	1.00
2 to 3 ft.	1.75	1.50	5 to 6 ft.	5.25	5.00	2 to 3 ft.	1.75	1.50
3 to 4 ft.	2.25	2.00	<i>Ilex Reynolds</i>			<i>Viburnum burkwoodi</i>		
<i>Euonymus radicans</i>			2 to 3 ft.	2.25	2.00	18 to 24 ins.	1.50	1.25
several selected types			3 to 4 ft.	3.25	3.00	24 to 30 ins.	1.75	1.50
15 to 18 ins.	1.20	1.00	4 to 5 ft.	4.25	4.00	30 to 36 ins.	2.25	2.00
18 to 24 ins.	1.50	1.25	<i>Ilex Taber</i>			3 to 4 ft.	2.75	2.50
24 to 30 ins.	1.75	1.50	3 to 4 ft.	3.25	3.00	<i>Viburnum cerasifolia</i>		
<i>Ilex cassine angustifolia</i>			4 to 5 ft.	4.25	4.00	18 to 24 ins.	1.50	1.25
3 to 4 ft.	3.50	3.00	5 to 6 ft.	5.25	5.00	24 to 30 ins.	1.75	1.50
4 to 5 ft.	4.50	4.00	<i>Ilex vomitoria</i>			30 to 36 ins.	2.25	2.00
<i>Ilex cornuta burfordi</i>			15 to 18 ins.	1.15	1.00	3 to 4 ft.	2.75	2.50
15 to 18 ins.	1.20	1.00	18 to 24 ins.	1.40	1.25	<i>Viburnum juddi</i>		
18 to 24 ins.	1.50	1.25	24 to 30 ins.	1.75	1.50	18 to 24 ins.	1.50	1.25
24 to 30 ins.	1.75	1.50	30 to 36 ins.	2.25	2.00	24 to 30 ins.	1.75	1.50
30 to 36 ins.	2.50	2.25	<i>Ilex vomitoria Pride of Houston</i>			30 to 36 ins.	2.25	2.00
3 to 4 ft.	3.50	3.00	18 to 24 ins.	1.40	1.25	<i>Viburnum rhytidophyllum</i>		
<i>Ilex cornuta femina</i>			24 to 30 ins.	1.75	1.50	18 to 24 ins.	1.75	1.50
15 to 18 ins.	1.50	1.25	30 to 36 ins.	2.25	2.00	24 to 30 ins.	2.00	1.75
18 to 24 ins.	1.75	1.50	<i>Ilex vomitoria, dwarf</i>			30 to 36 ins.	2.50	2.25
24 to 30 ins.	2.25	2.00	12 to 15 ins.	1.50	1.25	3 to 4 ft.	3.25	3.00
30 to 36 ins.	2.50	2.25	<i>Jasmine, floridum</i>			4 to 5 ft.	4.50	4.00
<i>Ilex cornuta Hume</i>			15 to 18 ins.	1.20	1.00	<i>White Dogwood</i>		
15 to 18 ins.	1.50	1.25	18 to 24 ins.	1.50	1.25	2 to 3 ft.	1.20	1.00
18 to 24 ins.	1.75	1.50	2 to 3 ft.	1.75	1.50	3 to 4 ft.	1.75	1.50
24 to 30 ins.	2.25	2.00	<i>Laurel, Cherry</i>			4 to 5 ft.	2.25	2.00
30 to 36 ins.	2.75	2.50	2 to 3 ft.	1.50	1.25	5 to 6 ft.	3.50	3.00
<i>Ilex cornuta rotunda</i>			3 to 4 ft.	1.75	1.50	<i>White Dogwood (Cherokee Prince)</i>		
12 to 15 ins.	1.50	1.25	4 to 5 ft.	2.50	2.25	3 to 4 ft.	2.75	2.50
15 to 18 ins.	2.00	1.75	5 to 6 ft.	3.50	3.00	4 to 5 ft.	3.75	3.50
18 to 24 ins.	2.75	2.50	6 to 8 ft.	5.00	4.50	<i>Pink Dogwood</i>		
<i>Ilex crenata convexa</i>			<i>Laurel, English</i>			2 to 3 ft.	1.75	1.50
12 to 15 ins.	1.00	.80	15 to 18 ins.	1.25	1.00	3 to 4 ft.	2.75	2.50
15 to 18 ins.	1.25	1.00	18 to 24 ins.	1.50	1.25	<i>Live Oak, B&B</i>		
18 to 24 ins.	1.75	1.50	2 to 3 ft.	1.75	1.50	3 to 4 ft.	2.75	2.50
24 to 30 ins.	2.25	2.00	<i>Laurel, Zabeli</i>			4 to 5 ft.	4.00	3.50
30 to 36 ins.	2.25	2.00	15 to 18 ins.	1.20	1.00	5 to 6 ft.	5.50	5.00
<i>Ilex crenata hetzi</i>			18 to 24 ins.	1.75	1.50	<i>Silver Maple, B&B</i>		
12 to 15 ins.	1.20	1.00	2 to 3 ft.	2.25	2.00	6 to 8 ft.	2.00	1.50
15 to 18 ins.	1.50	1.25	<i>Ligustrum lucidum (Black Wax)</i>			8 to 10 ft.	2.50	2.00
18 to 24 ins.	1.75	1.50	18 to 24 ins.	1.20	1.00	10 to 12 ft.	3.00	2.50
<i>Ilex crenata latifolia, pyramids</i>			24 to 30 ins.	1.50	1.25	<i>Southern Pin Oak</i>		
15 to 18 ins.	1.75	1.50	30 to 36 ins.	1.75	1.50	8 to 10 ft.	5.00	4.50
18 to 24 ins.	2.25	2.00	<i>Ligustrum lucidum Suwannee River</i>			10 to 12 ft.	6.50	6.00
24 to 30 ins.	3.25	3.00	15 to 18 ins.	1.15	1.00	12 to 15 ft.	9.50	9.00
3 to 4 ft.	4.50	4.00	18 to 24 ins.	1.40	1.25			
<i>Ilex crenata Magda</i>			24 to 30 ins.	1.65	1.50			
12 to 15 ins.	1.25	1.00	30 to 36 ins.	2.00	1.75			
15 to 18 ins.	1.75	1.50						

CARTWRIGHT NURSERY CO. Collierville, Tenn. Phone: UL 3-2352
Highway 72-57, 10 miles east of Memphis



P. O. Box 1000

E. Hartford, Conn.

TAXUS CUSPIDATA

	Each
12 to 15 ins.	\$2.25
15 to 18 ins.	3.00
18 to 24 ins.	4.00

TAXUS CAPITATA

18 to 24 ins.	4.00
2 to 2½ ft.	5.50
2½ to 3 ft.	7.00

TAXUS BREVIFOLIA

12 to 15 ins.	2.50
15 to 18 ins.	3.25
18 to 24 ins.	4.25

JUNIPERUS HETZI

12 to 15 ins.	1.70
15 to 18 ins.	2.25

**JUNIPERUS
PFITZERIANA**

12 to 15 ins.	1.70
15 to 18 ins.	2.25

THUJA NIGRA

	Each
2 to 3 ft.	\$2.25
4 to 4½ ft.	4.00

THUJA PYRAMIDALIS

2 to 3 ft.	2.25
4 to 4½ ft.	4.00

THUJA WOODWARDI

12 to 15 ins.	1.35
15 to 18 ins.	1.80

TSUGA CANADENSIS

18 to 24 ins.	2.50
2 to 2½ ft.	3.50

**PHILADELPHUS
VIRGINALIS**

	Each	Each
	B.R.	B&B
2 to 3 ft.	\$0.75	\$1.25
3 to 4 ft.	1.00	1.50

FORSYTHIA LYNWOOD GOLD

	Each	Each
	B.R.	B&B
2 to 3 ft.	\$0.55	\$1.10
3 to 4 ft.65	1.25

Nurseries located at Pigeon Hill Rd., Windsor, Conn.

Northern-grown, Hardy, HYBRID RHODODENDRONS

In varieties and sizes up to 3 ft.

TAXUS CUSPIDATA CAPITATA

Up to 4 ft. heavy stock, also other ready-to-plant landscape stock. Price list available.

LITTLE TREE NURSERIES

Eric Streiff, Prop.

Phone: WHitney 8-2541

Rowley, Mass.

J & P**EVERGREENS
SHADE TREES****SHRUBS, VINES
HEDGE PLANTS, etc.**

In good assortment.

Jackson & Perkins Co.
NEWARK, NEW YORK STATE**LILY SOCIETY ELECTS**

Dr. George O. Doak, Chapel Hill, N. C., was elected president of the North American Lily Society at the association's annual meeting held July 8 to 10 in conjunction with the international lily show at the University of Wisconsin, Madison.

Dr. Doak's fellow officers for 1961 will be Fred Abbey, Charlotte, Vt., and George E. Holland, Toronto, Canada, vice-presidents; Mrs. Ervin Kulow, Waukesha, Wis., secretary, and Ernest F. Stokes, Lexington, Mass., treasurer. Directors named for 3-year terms are Mrs. H. F. Minter, Front Royal, Va.; David M. Stone, Wolcott, Conn.; Mrs. G. M. Hafenbrack, Portland, Ore., and Miss Minerva Castle, Meadowvale, Ontario, Canada.

June 30 and July 1 were announced as the dates for the 1961 lily show and annual meeting of the society, at Chapel Hill, N. C.

CONNECTICUT MEETING

[Concluded from page 20]

sented to the group were Dr. Fred Widmoyer, associate professor of ornamental horticulture, and Dr. Milton Savos, extension entomologist, both of whom joined the staff last spring.

President Vanderbrook next introduced Executive Secretary Charles Barr, who reported on business transacted at recent executive committee meetings. He reminded members of the annual "Plant Connecticut" week, to be held early in October. He also asked members to notify him of their opinions concerning the proposed C. N. A. decals, previously described in an issue of the C. N. A. Bulletin.

Mr. Barr also announced that the winter meeting of the Connecticut Nurserymen's Association will be held December 28 at the Waverly Inn, Cheshire, Conn.

After the business meeting, members and their families spent the afternoon enjoying the recreational facilities of the park.

AFTER 50 years of service with Vaughan's Seed Co., Chicago, Ill., John Tomczak retired recently as manager of the firm's supply department. He will be succeeded by Charles Crownover.

PLANNING to open a retail nursery business, Frank D. Weber is developing a stock of peach trees on a 120-acre plot at Ormond Beach, Fla.

NEW Ohio firm is Tramba's Nursery Center, Richfield, O., begun this spring by Stan and Virginia Tramba.

Member
Wisconsin Nurserymen's Ass'n
American Association of Nurserymen

Jens Nursery & Landscape Co.
401 W. 1st St., Rapids, Wis. 54601
Phone 333-1111

Wholesale Christmas Trees
Garden Supplies
Nursery Stock

We have used Vapam for four consecutive years on both our seedbed and transplant areas. By soil injection, we have completely controlled our damping-off problems, soil insect and fungi problems, and 99% of our weed problem. By windbreaking against windblown seeds and winter mulching with weed-free material, we are producing the very finest in seedlings and transplants with an absolute minimum of cost.

Leland L. Jens
Leland L. Jens

Mr. Jens is shown as he makes a periodical inspection of a block of his young evergreens.

Clean soil produces more profits

Mr. Leland L. Jens, Jens Nursery and Landscape Co., Wisconsin Rapids, Wisconsin, is one of the most progressive nurserymen in the Great Lakes region. Read what he says above about VAPAM® soil fumigant.

Nurserymen in all parts of the country are discovering that soil fumigation with VAPAM not only reduces production expenses, but returns additional profits in better, more vigorous plants. In the first place, VAPAM controls weeds, germinating weed seed, nematodes, and soil fungi. It gets rid of most of your plants' soil-borne enemies.

Then, moisture and plant foods can give their full growth-power to producing plants that command top prices.

VAPAM is an easy-to-use liquid that doesn't require special application equipment, and does not leave harmful residues in the soil after the fumigant disappears. Applications methods, dosage rates and other details are on the label.

Clean your soil with VAPAM. See your local supplier, or write for further information to: Stauffer Chemical Company, 380 Madison Avenue, New York 17, N. Y.

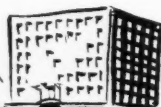
Stauffer is one of America's largest specialists in farm chemicals. Use Stauffer brand INSECTICIDES, FUNGICIDES, WEED KILLERS, MITICIDES, SEED PROTECTANTS, FUMIGANTS, GROWTH REGULATORS, GRAIN PROTECTANTS, DEFOLIANTS.

®VAPAM is Stauffer Chemical Company's trade-mark (registered in principal countries) for sodium methyl dithiocarbamate, a soil fumigant.





**Y'ALL COME
ON OVER!**



23rd annual

**NURSERY & GARDEN
SUPPLY SHOW**

OF THE

**TEXAS ASSOCIATION
OF NURSERYMEN**

**ADOLPHUS HOTEL
DALLAS, TEXAS**

AUGUST 14-17, 1960

**SPEAKERS • 150 EXHIBITS • PANEL
DISCUSSIONS • DEMONSTRATIONS • FUN**

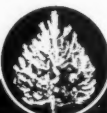
MAKE YOUR RESERVATIONS NOW!

Write: Bill Fullingim, Executive Secretary, Lobby Suite, Commodore Perry Hotel, Austin, Texas, for Advanced Registration forms and Hotel Reservation Cards.

**ONE CHANCE ON A 1960 CADILLAC WITH EACH
ADULT REGISTRATION**

Suncrest Evergreen

PLANTING STOCK



B&B STOCK—3000 Taxus Cuspidata—15 to 18 ins., \$1.50 each
Many other B&B varieties available in quantity

Finest evergreen lining-out seedlings and transplants available . . . grown at our own nursery. Widest practical range of sizes and varieties for ornamental, hedge or future B&B stock. Pine, Spruce, Fir, Hemlock, etc.

WRITE FOR FREE WHOLESALE PRICE LIST

**ORDERS for CUT CHRISTMAS TREES for 1960 Season
NOW BEING ACCEPTED**

SCOTCH PINE, 5½ to 7 ft., sheared regularly, excellent color

Tree farm between Pennsylvania Turnpike and Maryland border, easy to reach.

Phone: Homer City, Pa., GRidley 9-2800, • **SUNCREST NURSERIES** • Box 5-F, Homer City, Pa.

COMING EVENTS

MEETING CALENDAR

August 1 and 2—Indiana Association of Nurserymen, summer meeting, Morton Arboretum, Lisle, Ill.

August 3—Rhode Island nurserymen's day at the college of agriculture and agricultural experiment station of the University of Rhode Island, at the university campus, Kingston, R. I.

August 4—Northeastern New York Nurserymen's Association, annual tour and picnic, Adams Nursery, Westfield, Mass.

August 4 and 5—West Virginia Nurserymen's Association, summer meeting, Cabell hotel, Huntington, W. Va.

August 5 and 6—Minnesota State Nurserymen's Association, summer meeting.

August 7 to 9—National Mail Order Nurserymen's Association, annual convention, Hotel La Salle, Chicago, Ill.

August 8 and 9—Michigan nursery and landscape conference, Kellogg Center, Michigan State University, East Lansing, Mich.

August 9 to 11—Ohio Nurserymen's Association, summer meeting, Commodore Perry hotel, Toledo, O.

August 10—Massachusetts Nurserymen's Association, summer meeting, Adams Nursery, Westfield, Mass.

August 14 to 17—Texas Association of Nurserymen, annual convention, Adolphus and Baker hotels, Dallas, Tex.

August 14 to 19—National Shade Tree Conference, annual meeting, Statler hotel, Boston, Mass.

August 15 to 17—Northern Nut Growers' Association, annual meeting, Knoxville, Tenn.

August 16—Nebraska Association of Nurserymen, annual summer meeting, Lincoln, Neb.

August 17—New England Nurserymen's Association, summer meeting, Boulevard Nurseries, Newport, R. I.

August 19—Iowa Nurserymen's Association, summer meeting, Iowa State University, Ames, Ia.

August 21 to 23—Southern Nurserymen's Association, annual convention, Atlanta Biltmore hotel, Atlanta, Ga.

August 21 to 26—American Association of Nurserymen, management conference, Sagamore conference center of Syracuse University, near Raquette Lake, N. Y., and Lake Arrowhead conference center of the University of California, Lake Arrowhead, Calif.

August 24—New Jersey Association of Nurserymen, summer meeting, Perkins-deWilde Nurseries, Shiloh, N. J.

August 25—Pennsylvania Nurserymen's Association, summer meeting, University Park, Pa.

August 25 and 26—Washington State Nurserymen's Association, summer convention, Chinook hotel, Yakima, Wash.

August 25 to 27—Arkansas State Nurserymen's Association, convention, Velda Rose motel, Hot Springs, Ark.

September 7 and 8—Kansas Associa-

tion of Nurserymen, annual meeting, Kansas State University, Manhattan, Kan.

September 15 to 17—Louisiana Association of Nurserymen, Inc., annual convention, Blackham Coliseum, Southern Louisiana Institute, Lafayette, La.

September 20 to 22—California Association of Nurserymen, annual convention, Yosemite, Calif.

SOUTHERNERS' PROGRAM

"Better Business To Give More Profits" will be the theme of the Southern Nurserymen's Association convention at Atlanta, Ga., according to D. P. Hengar, executive secretary. The program will be held August 21 to 23 in the Atlanta Biltmore hotel, with side trips of interest.

A conference of research workers from southern colleges will be held in conjunction with the convention August 21 at 9 a. m., with Dr. Thomas Cannon, North Carolina State College, Raleigh, presiding.

Details of the nurserymen's program follow:

AUGUST 21

2 p. m.—Registration.
6 p. m.—Exhibitors' hospitality hour, Crystal lounge.
7:30 p. m.—Buffet dinner, Georgian ballroom.

AUGUST 22

8 a. m.—State presidents' breakfast, room 3; chairman, Frank Smith.
9:30 a. m.—Business meeting, meeting room end of exhibition hall.

9:35 a. m.—Welcome to Atlanta.
9:40 a. m.—Response, by John Wight, Sr.

9:45 a. m.—President's address, by Edwin G. Fraser, Southern States Nurseries, Macclenny, Fla.

10:10 a. m.—Committee assignments.
10:15 a. m.—Research workers' report, by Dr. Thomas Cannon.

11 a. m.—"How To Measure Performance," by Lee Stirland, E. I. duPont de Nemours & Co., Inc., Wilmington, Del.

11:45 a. m.—"Corporations, Partnerships, Proprietorships—Which for You?" by Francis Shackelford.

12:30 p. m.—Luncheon, Georgian ballroom; speaker, James Saxon Childers, "The Nation on the Flying Trapeze."

2:30 p. m.—Tour of selected Atlanta homes and gardens, with Frank Smith and Erik Johnson as guides. Buses will leave promptly from West Peachtree entrance of the hotel.

AUGUST 23

8 a. m.—A. A. N. breakfast, room 10; Curtis Porterfield, secretary, A. A. N., speaker.

9:30 a. m.—Business meeting, meeting room end of exhibition hall; reports and election of officers.

10:15 a. m.—"Taxation Problems in Small Business," by Dr. Roy Proctor, University of Georgia, Athens.

11 a. m.—"Credit Problems of the Small Business," by Champ McNair, Trust Company of Georgia.

6 p. m.—Cocktail hour, Crystal lounge.
7:30 p. m.—Past presidents' banquet, Georgian ballroom, with D. M. Hastings, Sr., presiding. Presentation of Slater Wight award; speaker, Leo Aikman.

Activities for the ladies in addi-

THE NEW YORK STATE NURSERYMEN'S ASSOCIATION

Invites You To
THE LARGEST NURSERY,
GARDEN CENTER and
LANDSCAPE CONVENTION
and TRADE EXPOSITION in
the EASTERN UNITED STATES

CONCORD HOTEL, MONTICELLO, NEW YORK
NOVEMBER 29 to DECEMBER 1, 1960

1500 Attendance, 100 Trade Exhibits,
Educational and Social Programs

THE MAJOR MARKET
FOR YOUR PRODUCTS AND SERVICES

For exhibit space or trade directory advertisements
call or write:

EDWIN W. KIRK

Executive Secretary

P. O. Box 812

Albany, N. Y.

Phone HEmlock 9-4720

WHELOCK & TURNBULL, INC.

Wholesale Nursery

Phone: FF 7-3812

North Collins, N. Y.

Now Offering for Fall, 1960,
and Spring, 1961

Concord Grapevines, in quantity lots, 1 and 2 yr.

Also Flowering Shrubs:

Weigela Eva Rathke
Forsythia Spring Glory

Deutzia gracilis
Hydrangea P. G.

A. N. PIERSON, INC.

Cromwell, Conn.

QUALITY EVERGREENS

Growth has been excellent. Our B&B material never looked better.

Visit us at any time and look us over. Booking now for fall and spring.

Also a good supply of heavy liners.

Write for list.

Represented by:

E. D. Robinson Sales Agency
38 S. Elm St., Wallingford, Conn.

AN INVITATION TO THE ARKANSAS NURSERYMEN'S ASSN. ANNUAL STATE CONVENTION

August 25, 26 and 27

Velda Rose Motel, Hot Springs, Ark.

The convention will be held at one of the south's finest motels. It is a real "convention motel" with a big ballroom and plenty of exhibit space. Anyone wishing to have a booth should write: Donald Pittman, Magnolia, Ark.

**EVERYONE IS WELCOME—OUT-OF-STATE
NURSERYMEN, TOO
COME TO LEARN, COME TO RELAX**

- Educational Program
- Swimming
- Bingo Party
- Exhibits
- Banquet
- Boating

Please make room reservations directly with Velda Rose Motel, Hot Springs, Ark.

"Tree's Trees"

TAXUS

Densiformals, 15 to 18 ins., \$3.00
18 to 24 ins., \$4.00

BOLTON EVERGREEN NURSERIES
R. F. D. No. 2 Manchester, Conn.
Phone: Mitchell 9-2377



When you look for Euonymus—
LOOK for the EMERALD!

CORLISS BROS., INC. Ipswich, Mass.

tion to the social events listed on the general program include a tour of Lenox square at noon August 23 followed by a luncheon at Yohannan's restaurant.

WEST VIRGINIA TIME SET

Announcement of the dates for the summer meeting of the West Virginia Nurserymen's Association sets August 4 and 5 as the time of the event. The Cabell hotel, Huntington, will be headquarters for the program, according to E. L. Zimmerman, Jr., Lavalette Nursery, Huntington, president of the association.

ANNUAL TEXANS' EVENT

The Texas Association of Nurserymen will hold its annual convention August 14 to 17 at the Adolphus and Baker hotels, Dallas, Tex. Preceding the general sessions a T. A. N. board of directors' meeting and gala dinner will be held August 13 at the Adolphus hotel.

The full schedule for the convention, as released by Executive Secretary Bill Fullingim, follows:

AUGUST 13

1 p. m.—T. A. N. board of directors' meeting, Adolphus hotel, Parlor C, mezzanine.

7:30 p. m.—Gala dinner, T. A. N. directors, Adolphus hotel, Century room.

AUGUST 14

9 a. m.—Registration, Adolphus hotel.

1 p. m.—Exhibits open.

7 p. m.—Fun night, exhibitors' appreciation party, Adolphus hotel, roof garden.

AUGUST 15

8:30 a. m.—Ladies' brunch, Adolphus hotel.

12 M.—Keynote luncheon, Baker hotel, Terrace room; "Why Do Some Men Consistently Sell More?" by O. C. Merrett, president, O. C. Merrett & Associates Training Institute, Shreveport, La.

2 p. m.—General session.

President's report and announcement of special committees; explanation of proposed changes to the constitution.

Executive secretary's report, by Bill Fullingim.

Report on unemployment and ad valorem, by Alvis Vandygriff, attorney, Austin, Tex.

7 p. m.—Hawaiian luau, Baker hotel, Crystal ballroom.

AUGUST 16

9 a. m.—Garden center program, Adolphus hotel, roof garden, with Don West, Garden Center Supply Co., Dallas, chairman.

Address, by Charles Crum, Rosedale Garden Centers, Monrovia, Calif.

Panel: "Current Problems on Garden Center Operations," with J. J. Pinney, Willis Nursery Co., Ottawa, Kan., moderator, and Steve Driftmeir, Wilmore Nurseries, Denver, Colo.; Bill Biggs, Wolfe Nursery, Inc., Stephenville, Tex.; Jack Wilson, Art Studio, Austin, Tex., and Charles Crum assisting.

12 M.—Ladies' luncheon, Adolphus hotel, Century room; a musical review of

BAIER LUSTGARTEN AZALEALAND NURSERIES

Northern-grown, hardy azaleas, well-budded, sheared, heavy stock, field-grown, excellent foliage, over 200,000 for fall and spring delivery. All B&B.

	Each		Each		Each
Amoena		Maxwelli		Favorite	
8 ins.	\$0.75	8 ins.	\$0.75	8 ins.	\$0.75
10 ins.	1.00	10 ins.	1.00	10 ins.	1.00
12 ins.	1.25	12 ins.	1.25	12 ins.	1.25
15 ins.	2.00	15 ins.	2.00	15 ins.	2.00
18 ins.	2.50	18 ins.	2.50	18 ins.	2.50
Coral Bells		Louise Gable		Polaris	
8 ins.75	8 ins.	1.00	8 ins.75
10 ins.	1.00	10 ins.	1.25	10 ins.	1.00
12 ins.	1.25	12 ins.	1.50	12 ins.	1.25
15 ins.	2.00	15 ins.	2.50	15 ins.	2.00
Hinodegiri		Rose Bud		Beethoven	
Our Hinos are very dark red.		8 ins.	1.00	8 ins.75
8 ins.75	10 ins.	1.25	10 ins.	1.00
10 ins.	1.00	12 ins.	1.50	12 ins.	1.25
12 ins.	1.25	15 ins.	2.50	15 ins.	2.00
15 ins.	2.00	18 ins.	3.50	18 ins.	2.50
18 ins.	2.50	24 ins.	6.50	20 ins.	3.50
20 ins.	3.50	Rose Greely		Johann Strauss	
24 ins.	5.00	8 ins.	1.00	8 ins.75
30 ins.	6.00	10 ins.	1.25	10 ins.	1.00
36 ins.	7.50	12 ins.	1.50	12 ins.	1.25
Orange Beauty, Kurume		15 ins.	2.50	15 ins.	2.00
8 ins.75	Addy Wery		18 ins.	2.50
10 ins.	1.00	8 ins.	1.00	20 ins.	3.50
12 ins.	1.25	10 ins.	1.25	Lilacina	
15 ins.	2.00	12 ins.	1.50	8 ins.75
18 ins.	2.50	15 ins.	2.50	10 ins.	1.00
Hino-Crimson		18 ins.	3.50	12 ins.	1.25
8 ins.75	24 ins.	5.00	15 ins.	2.00
10 ins.	1.00	Apple Blossom, Kurume		18 ins.	2.50
12 ins.	1.25	8 ins.75	20 ins.	3.50
15 ins.	2.00	10 ins.	1.00	24 ins.	5.00
18 ins.	2.50	12 ins.	1.25	Kaempferi	
Snow		15 ins.	2.00	Hardest of all azaleas; sheared,	
8 ins.75	18 ins.	2.50	well-budded, heavy.	
10 ins.	1.00	20 ins.	3.50	Othello, Salmon Beauty, Fedora and	
12 ins.	1.25	24 ins.	5.00	Carmen	
15 ins.	2.00	Daybreak, Kurume		8 ins.75
Ledifolia Alba		8 ins.75	10 ins.	1.00
8 ins.75	10 ins.	1.00	12 ins.	1.25
10 ins.	1.00	12 ins.	1.25	15 ins.	2.00
12 ins.	1.25	15 ins.	2.00	18 ins.	2.50
15 ins.	2.00	18 ins.	2.50	20 ins.	3.50
18 ins.	2.50	20 ins.	3.50	24 ins.	5.00
20 ins.	3.50			30 ins.	6.00
24 ins.	5.00			36 ins.	7.50

Rooted cuttings of all above varieties ready November 1. \$50.00 per 1000.

1-yr., T., \$125.00 per 1000.

Our azalea beds are treated for shipment outside Japanese Beetle zone.

BAIER LUSTGARTEN

Jericho Turnpike, Middle Island, L. I., N. Y.

Phone: Yaphank 4-3444

Long Island's Largest Nurseries

WRITE FOR CATALOG

WESTERN MAINE Forest Nursery Co.



Growers of hardy, guaranteed-to-live

TRANSPLANTED EVERGREENS

	Per 1000
Douglas Fir, 4-yr. transplants (2-2), 6 to 12 in.	\$ 80.00
Douglas Fir, 3-yr. transplants (2-1), 3 to 5 in.	70.00
Mugho Pine, 4-yr. transplants (2-2), 5 to 10 in.	75.00
Scotch Pine (Austrian Hill), 5-yr. transplants (2-3), 15 to 30 in.	85.00
Scotch Pine (Austrian Hill), 3-yr. transplants (2-1), 4 to 10 in.	65.00
Scotch Pine (North German), 3-yr. transplants (2-1), 4 to 10 in.	65.00
Scotch Pine (Spanish), 3-yr. transplants (2-1), 4 to 10 in.	65.00
White Pine, 4-yr. transplants (2-2), 6 to 8 in.	75.00
Colorado Blue Spruce, 5-yr. transplants (2-3), 8 to 15 in.	150.00
Engelmann Blue Spruce, 4-yr. transplants (2-2), 4 to 6 in.	80.00
Norway Spruce, 5-yr. transplants (2-3), 8 to 15 in.	85.00
Norway Spruce, 4-yr. transplants (2-2), 6 to 12 in.	75.00
White Spruce, 4-yr. transplants (2-2), 5 to 10 in.	75.00

SEEDLINGS (Not Guaranteed)

Douglas Fir, 4-yr. seedlings (4-0), 6 to 12 in.	35.00
Douglas Fir, 3-yr. seedlings (3-0), 3 to 6 in.	30.00
Fraser Fir, 3-yr. seedlings (3-0), 3 to 6 in.	30.00
Norway Red Pine, 3-yr. seedlings (3-0), 4 to 8 in.	25.00
Scotch Pine (North German), 3-yr. seedlings (3-0), 8 to 12 in.	25.00
White Pine, 3-yr. seedlings (3-0), 5 to 10 in.	30.00
Colorado Blue Spruce, 3-yr. seedlings, 5 to 10 in.	40.00
Norway Spruce, 3-yr. seedlings (3-0), 3 to 5 in.	25.00
Japanese Black Pine, 3-yr. seedlings (3-0), 5 to 10 in.	30.00

TERMS

Cash with order; or one-half cash with order, balance C.O.D. All prices F.O.B. Fryeburg, Maine, net; no discounts. 250 trees of any one kind and size at the 1000 rate. For less than 250 of one kind, ask for retail price list. No extra charge for boxes or packing.

OUR GUARANTEE

90 PER CENT OF ALL TRANSPLANTS SOLD at regular wholesale prices as quoted in this list are guaranteed to live. Replacements will be made free of charge for any losses in excess of 10 per cent of the number purchased, provided we are notified of such losses by October 1, 1961. (Seedlings not guaranteed.)

If they are grown in Maine they will grow anywhere. Several other varieties of transplants available.

Write or phone for complete list of stock.



Harold Eastman

WESTERN MAINE Forest Nursery Co.



Harry Eastman

Dept. AN810

Fryeburg, Maine

Telephone: WEBster 5-2165

JOS. A. HREN NURSERIES

BLACK PINE

4 to 5-yr., heavy liners of our own compact strain.
8 to 10 ins., T., \$35.00 per 100
10 to 12 ins., T., \$50.00 per 100

LANDSCAPE-SIZE MATERIALS — Catalog

East Hampton, L. I., N. Y.

Phone: EA 4-0640

WHOLESALE GROWERS

Seedlings—Transplants—Potted and Field Liners—Finished Stock
Taxus a specialty.

Complete catalog on request.

HEASLEY'S NURSERIES

247 Freeport Rd.
Butler, Pa.

QUALITY STOCK GROWN BY US

Roses, Azaleas, Evergreens, California Privet, Green Barberry, Red Barberry (fine strain).

Seedlings and transplants.

DANEGGER'S HI-WAY NURSERY, INC.
P. O. Box 336 MILFORD, DEL.

HOLLIES

American - English - Oriental
Container-Grown

HOLLY HILL FARMS
Earleville, Md.

AMERICAN NURSERYMAN

the latest Broadway shows, by Elizabeth Peabody.

12 M.—Bachelor luncheon, Baker hotel, Terrace room; "Viewpoints and Attitudes," by Dr. Earle Williams, Dallas.

1:30 p. m.—Business meeting, A. A. N. region V, Clark Kidd, Tyler, director, presiding.

1:30 p. m.—Advertising consultation, Adolphus hotel, parlor C, with Jack Wilson presiding.

AUGUST 17

9:30 a. m.—General session, Adolphus hotel, roof garden.

Introduction of regional officers.

Report of state nominating committee.

Election of officers and directors.

Vote on proposed constitutional changes.

10:45 a. m.—Invitations for 1962 convention site. Galveston is the 1961 site.

2 p. m.—T. A. N. board of directors' meeting, Adolphus hotel, Parlor C.

7 p. m.—President's reception, Baker hotel, Texas room.

8 p. m.—Past presidents' banquet, Baker hotel, Crystal ballroom.

9:30 p. m.—Dance and floor show, Baker hotel, Terrace room.

SHADE TREE PROGRAM

Following is the detailed program arranged for the 36th annual meeting of the National Shade Tree Conference, scheduled for August 14 to 19 at the Statler-Hilton hotel, Detroit, Mich. A comprehensive group of educational topics will be handled by speakers, and a trip to observe demonstrations of commercial equipment will supplement the trade exhibition that is part of the program.

Outstanding programs especially for the ladies and the youth group have been promised; these attendants will, as usual, also be present at social events planned for all in the official program.

AUGUST 14

12 M.—Registration, mezzanine.

2 p. m.—Executive committee meeting, Hancock room.

6:30 p. m.—Executive committee dinner, Hancock room.

8 p. m.—N. A. A. executive committee meeting, parlor D.

8 p. m.—Reception and hospitality party, ballroom assembly.

AUGUST 15

8:30 a. m.—Registration, mezzanine.

10:30 a. m.—Call to order, by J. C. Kenealy, Ardmore, Pa., president, ballroom.

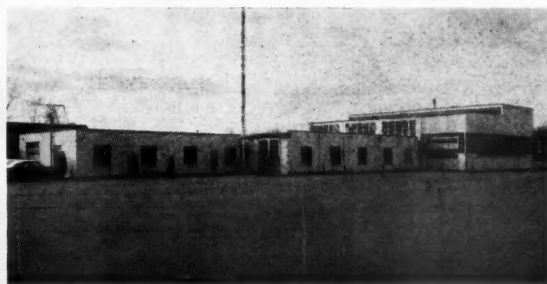
11 a. m.—"Opportunities in Arboriculture," by Ray R. Hirt, college of forestry at Syracuse University, Syracuse, N. Y.

2 p. m.—"Some Observations on the Ecological Adaptations of Trees," by Dr. John H. Neill, division of plant science, University of British Columbia, Vancouver, B. C., Canada

3 p. m.—"Planting and Maintenance of Trees in Tubs in City Areas," by Walter I. Meyers, deputy superintendent, department of parks and recreation, Detroit, Mich.

4 p. m.—"A Progressive Approach to Planting Highway Roadsides," by Joseph L. Beasley, highway landscape supervisor,

Now Cut Costs on Large Lawn Jobs



HOME OF LAWNMAKER

This LAWNMAKER Model 67 2 roller combination fertilizer spreader and seeder after 4 years of engineering and field testing incorporates all the practical features that the landscape trade have been looking for.

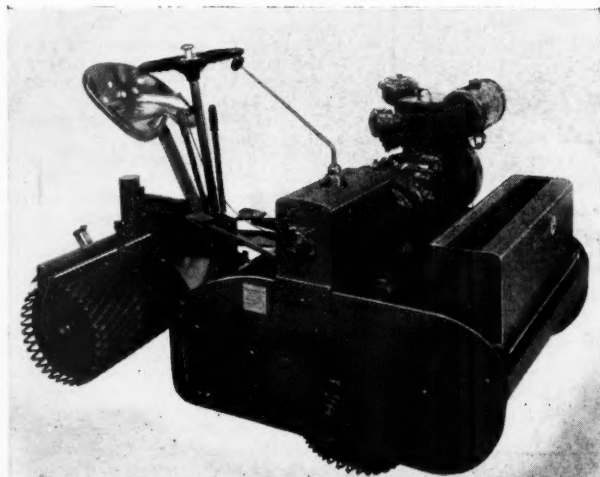
1. Close 3 point hitch for easy maneuvering and confined seeding.
2. Will loosen soil, float, fertilize, crush lumps, seed, rake seed, and leave a beautiful finish, all in one operation.

3. Patented hoppers, controls, and agitators for trouble free operation and easy maintenance.

4. Extra large capacity hoppers.

5. Stainless steel to prevent corrosion and eliminate constant cleaning.

6. Trailer available to unload and load with tractor 3 point hitch.



This machine will go any place that your tractor will go, it can be used on small jobs but has the large capacity needed for the large job.

Also available 2 and 3 foot self propelled seeding machines that will eliminate most of the hand work and soil preparation on both small and large jobs. They will install the finest lawn possible. Can be converted to a power roller.

BRETTTRAGER MANUFACTURING
5410 EAST ST., SAGINAW, MICHIGAN
Telephone PL 2-3115

WRITE NOW FOR
COMPLETE INFORMATION.

Lawnmaker



PIKES PEAK NURSERY STOCK

**Quality Seedlings
and Transplants
for Fall and Spring
Plantings Now!**



SCOTCH PINE

(Pinus sylvestris)	Per 100	Per 1000
(2-0), 2-yr., S., 2 to 3 ins. . . .	\$ 2.75	\$ 27.50
(2-0), 2-yr., S., 4 to 6 ins. . . .	4.25	42.50
(3-0), 3-yr., S., 7 to 14 ins. . . .	6.00	60.00
(2-2), 4-yr., T., 8 to 15 ins. . . .		

WHITE PINE

(Pinus strobus)	Per 100	Per 1000
(2-0), 2-yr., S., 4 to 5 ins. . . .	2.75	27.50
(3-0), 3-yr., S., 5 to 10 ins. . . .	4.25	42.50
(4-0), 4-yr., S., 8 to 16 ins. . . .	6.75	67.50
(2-2), 4-yr., T., 6 to 14 ins. . . .	8.25	82.50

COLORADO BLUE SPRUCE

(Picea pungens)	Per 100	Per 1000
(2-0), 2-yr., S., 3 to 6 ins. . . .	3.50	35.00
(3-0), 3-yr., S., 5 to 10 ins. . . .	6.00	60.00
(4-0), 4-yr., S., 8 to 15 ins. . . .	8.25	82.50
(2-2), 4-yr., T., 5 to 10 ins. . . .	12.00	120.00
(2-3), 5-yr., T., 7 to 14 ins. . . .	17.50	175.00

NORWAY SPRUCE

(Picea abies)	Per 100	Per 1000
(2-0), 2-yr., S., 4 to 6 ins. . . .	\$ 3.00	\$ 30.00
(3-0), 3-yr., S., 6 to 12 ins. . . .	5.00	50.00
(4-0), 4-yr., S., 8 to 15 ins. . . .	6.75	67.50
(2-2), 4-yr., T., 8 to 15 ins. . . .	9.00	90.00
(2-3), 5-yr., T., 10 to 20 ins. . . .	12.00	120.00

DOUGLAS FIR

(Pseudotsuga taxifolia)	Per 100	Per 1000
(2-0), 2-yr., S., 4 to 7 ins. . . .	3.75	37.50
(3-0), 3-yr., S., 5 to 12 ins. . . .	6.00	60.00
(4-0), 4-yr., S., 8 to 15 ins. . . .	7.50	75.00
(2-2), 4-yr., T., 5 to 10 ins. . . .	9.75	97.50

BALSAM FIR

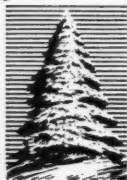
(Abies balsamea)	Per 100	Per 1000
(2-3), 5-yr., T., 5 to 12 ins. . . .	15.00	150.00
(2-3-2), 7-yr., T., 10 to 20 ins. . . .	18.00	180.00

CANADIAN HEMLOCK

(Tsuga canadensis)	Per 100	Per 1000
(2-2), 4-yr., T., 5 to 12 ins. . . .	15.00	150.00

We also have a large selection of Ornamentals, Shrubs, Shade Trees, Flowering Trees and Nut Trees. Special Discount to—landscape men, licensed dealers and nurserymen.

Write for Free Catalog or Call: HOplins 5-5696



EVERGREENS • SHRUBS • NUT TREES • FRUIT TREES
• ORNAMENTAL AND DECIDUOUS TREES •

Pikes Peak Nurseries

Quality Nursery Stock For More Than 35 Years

801 WATER STREET

INDIANA 1, PA.

BLOCK of 5000 EVERGREENS

In finished sizes, mostly Taxus. Offered at substantial savings to quantity buyers to clear leased land.

Early fall shipment.

THE HUTT NURSERIES
Glastonbury, Conn.

DE GROOT BULB CO.

HOLLAND AND DOMESTIC BULBS

for Spring and Fall

Write for wholesale price list.

12-02 Ellis Ave., Fair Lawn, N. J.

DECIDUOUS AND EVERGREEN TREES AND SHRUBS

Outstanding assortment.

Write for Wholesale Price List.

LOVETT'S NURSERY, INC.
LITTLE SILVER, N. J.

Massachusetts department of public works, Arlington, Mass.

AUGUST 16

7:30 a. m.—Past presidents' breakfast, Hancock room.

8:30 a. m.—Registration, mezzanine.

9:30 a. m.—"What's Ahead in Business for the Next Decade?", speaker to be announced.

10:30 a. m.—Business session, with President Kenealy presiding, ballroom assembly:

Nominations and election of executive committee members from regions 5 and 7 for terms of three years.

Nominations and election of membership committee members from regions 1 and 4.

Report of the executive committee, by L. C. Chadwick, secretary, National Shade Tree Conference, Columbus, O.

Report of the budget committee, by Paul E. Tilford, chairman, executive secretary, National Arborist Association, Wooster, O.

Report of the secretary, by L. C. Chadwick.

Report of the treasurer, by L. C. Chadwick.

Report of the editor, by Paul E. Tilford.

12 M.—Keynote luncheon, ballroom. Address, speaker to be announced.

2 p. m.—Section 1: National Arborist Association meeting, Bay State room.

2 p. m.—Section 2: "Municipal Arboriculture," for municipal arborists, city foresters, shade tree commissioners, park superintendents and others. Program arranged by the municipal arborists' committee, Carl J. Schiff, director of horticulture, department of parks, New York city, N. Y., chairman, ballroom.

Introductory remarks, by Carl J. Schiff.

"Availability and Suitability of Several Tree Species and Their Clones for Lawn and Street Planting," by Jake Gerling, department of parks, Rochester N. Y.

"Organization, Equipment and Management of Street Tree Crews," by John Michalko, division of shade trees, Cleveland, O.

Discussion of above subjects.

"Shade Tree Gimmicks and Problem Slides for the Municipal Arborist," Moderator, T. J. Haskell, city forester, Lansing, Mich.

6:30 p. m.—National Arborist Association dinner, Bay State room.

7:30 p. m.—"Planting Street Trees in Curb Excavations in City Areas," by Edward F. Brarman, Jr., superintendent of parks and shade trees, Englewood, N. J.; ballroom.

AUGUST 17

8 a. m.—New England early-bird breakfast, ballroom.

Remarks by President Kenealy.

Address—"Signery or Scenery," by Mrs. E. Sohler Welch, chairman, Massachusetts roadside council, Boston, Mass.

10:15 a. m.—Memorial program and planting of a memorial tree for Past Presidents Ed Higgins and C. C. Hamilton—In charge of a committee of past presidents, Karl Dressel, chairman.

11 a. m.—Buses leave Statler-Hilton hotel for commercial equipment demonstrations.

12 p. m.—Outdoor buffet lunch.

1 p. m.—Commercial equipment demonstrations.

[Continued on page 36]

PACIFIC COAST NURSERY

Rt. 1, Box 114B, PORTLAND 10, ORE.

Phone: MAYfair 1-3325

**Pioneering Seedling Growers on
the Pacific Coast Since 1914**

***Specializing in Fruit Tree Seedlings,
Shade and Flowering Trees***

**French and
Domestic Apple Seedlings,**
Str. and Br.

Bartlett Pear Seedlings,
Str. and Br.

French Pear Seedlings,
Str. and Br.

Calleryana Pear Seedlings,
Str.

Manchu Cherry Seedlings
(*Prunus tomentosa*)

Mahaleb Cherry Seedlings

Mazzard Cherry Seedlings

Myrobalan Plum Seedlings

American Plum Seedlings

**Angers Rooted Quince
Cuttings**

Combination carloads to eastern distributing points.

John Holmason & Sons
Props.

HARD-TO-GET LANDSCAPE MATERIAL MAY BE FOUND AT OUR NURSERIES!

HEMLOCKS

3 to 15 ft.

WHITE DOGWOOD

6 to 12 ft.

PINK DOGWOOD

6 to 10 ft.

KALMIA

RHODODENDRON

2 to 10 ft.

PIN OAK

2 to 8-in. cal.

SUGAR MAPLE

2 to 8-in. cal.

SPECIMEN TAXUS

in variety

Millane
NURSERIES & TREE EXPERTS,
INC.
Cromwell, Conn.

6500 Scotch Pine and
Norway Spruce Christmas Trees
5 to 9 ft.

— Also —
900 Taxus Capitata, 2½ to 3½ ft.
These are all hand sheared and per-
fect shape.

W. A. SWIFT NURSERY
Greenville, Pa.
Phone: JUniper 9-7620

TREE PEONIES
Ready to Pot for Spring Sales
Ask for Wholesale Price List
VANDER POL TREE PEONY GARDENS
Fairhaven, Mass.

4:30 p. m.—Buses return to Statler-Hilton hotel.

Open evening: Outdoor theater; baseball game, New York Yankees vs. Boston Red Sox.

AUGUST 18

9:30 a. m. "Public Utility Arboriculture," program arranged by the public utility arborists' committee, with C. E. Lee, Southern California Edison Co., Ltd., Los Angeles, Calif., chairman.

Chairman, Harold L. Pomeroy, superintendent of operations, northern division, Western Massachusetts Electric Co., Turner Falls, Mass.

"Arboricultural Activities of the Edison Electric Institute," by R. Hicock, operation superintendent, Connecticut Light & Power Co., Hartford, Conn.

"Utility Helicopter Spraying," by Leonard Donahue, superintendent of construction, Central Vermont Public Service Corp., Rutland, Vt.

"The Value of a Membership in the National Shade Tree Conference to a Utility Company," by President Kenealy.

1:30 p. m.—Business session of the National Shade Tree Conference, President Kenealy presiding:

Standing committee reports:

Nomenclature and standards, by Dr. Richard F. Campana, department of plant pathology, University of Maine, Orono, Me.

Memorial research fund, by Dr. Paul E. Tilford.

Slide library, by Dr. S. H. Davis, Jr., department of plant pathology, Rutgers University, New Brunswick, N. J.

Public utility arborists, by C. E. Lee.

Shade tree selection, by Jake Gerling.

Shade tree evaluation, by Norman Armstrong, Chapel Hill, N. C.

Municipal Arborist, by Carl J. Schiff.

Noel B. Wysong, Cook County forest preserve, River Forest, Ill., and funds, by F. Earle Martin, Cedarville Tree Experts, Ltd., Toronto, Ont.

Ethics and standards of practice, by Keith L. Davey, Davey Tree Surgery Co., Ltd., San Francisco, Calif.

Membership classification, by Wilfred Wheeler, Jr., Bartlett Tree Expert Co., Cambridge, Mass.

Realignment of regional boundaries, by George Lewis, Lewis Tree Surgeons, Media, Pa.

New chapters, by D. W. Wade, Wade Expert Tree Service, Chappague, N. Y.

Arboriculture curricula, by Gordon King, arboriculture department, University of Massachusetts, Amherst, Mass.

Convention committee reports: Nominating and resolutions.

Recommendations for 1964 convention city, by board of governors to executive committee.

3:45 p. m.—"Nature of Nematode Damage to Shade Trees and Recommended Control Practices," by Dr. Richard Rhode, department of entomology and plant pathology, University of Massachusetts, Amherst, Mass.

4:30 p. m. "Systemic Insecticides for Control of Leaf Miners and Certain Other Insects," by Dr. John C. Schread, department of entomology, Connecticut agricultural experiment station, New Haven.

6:30 p. m.—Cocktail hour, ballroom assembly.

7:30 p. m.—Annual banquet, ballroom; entertainment and dancing.

AUGUST 19

7:30 a. m.—Executive committee breakfast, Hancock room.

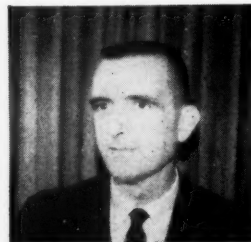
[Continued on page 38]

W. T. SMITH CORP.

Est. 1846

Wholesale Nurseries
Geneva, N. Y.

UNDER NEW
MANAGEMENT



DANIEL P. QUIGLEY
New Owner and President

Offering a general line of
top-quality nursery stock.

Write for Trade List.

W. T. SMITH CORP.

Wholesale Nurseries

Phone: 2689 Geneva, N. Y.

ORNAMENTAL EVERGREENS

Trees and Shrubs

BAGATELLE NURSERY, INC.

Box 196, Huntington Station, N. Y.

"A friendly, efficient sales service"

E. D. ROBINSON SALES AGENCY

38 S. Elm St. P. O. Box 247
Wallingford, Conn.

Representing Wholesale Growers
of Fine Nursery Stock.

SERVING THE NURSERY TRADE FOR MORE
THAN A QUARTER OF A CENTURY.

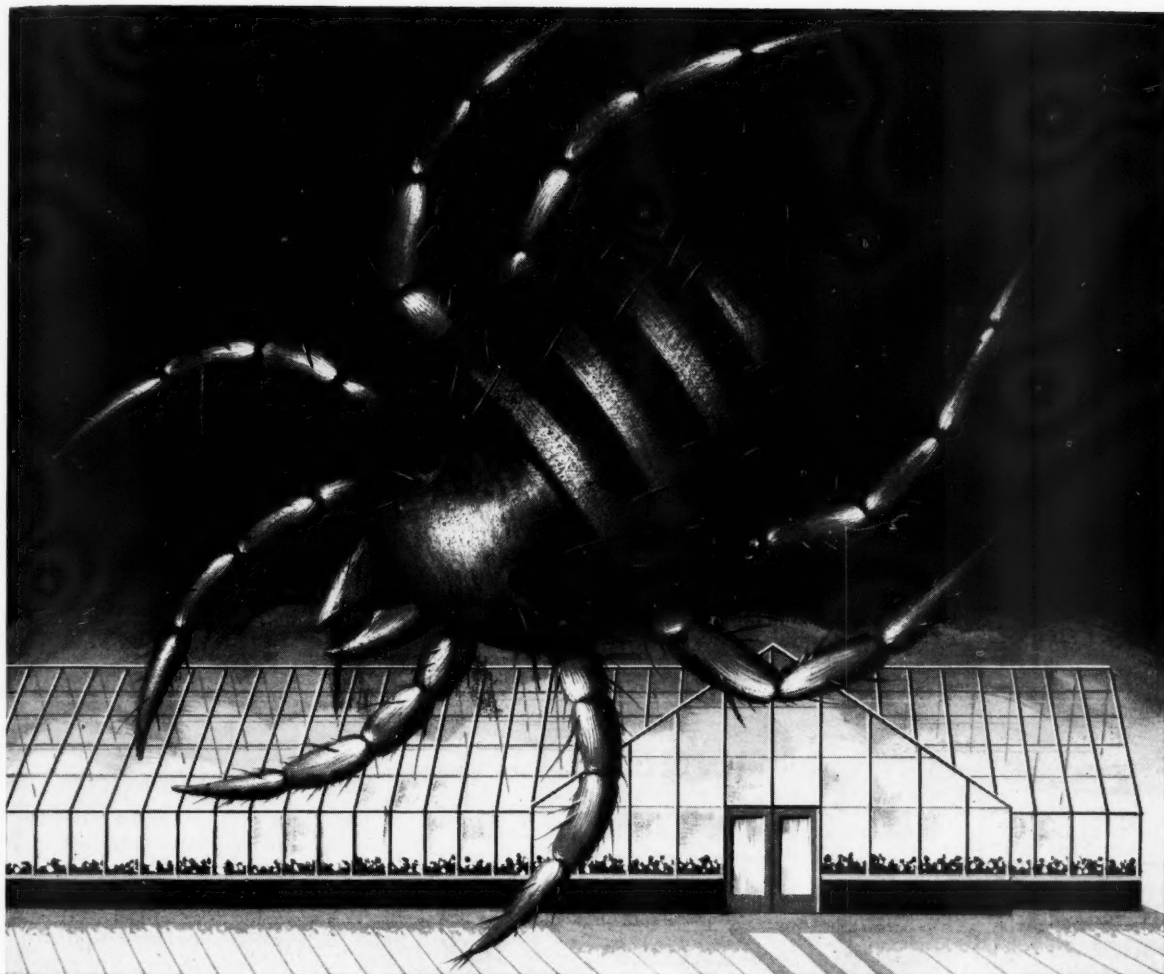
See our large ad on pages 62 and 63
of the July 1 issue.

Quality Evergreen PLANTING STOCK

Pine — Spruce — Fir
Seedlings and Transplants

SAM DIBLE NURSERY

R. F. D. 3 Shelocta, Pa.



It's Murder To Mites!

NEW Tedion[®]

Controls Mites From Six to Ten Weeks With A Single Application

Tedion is the latest and most effective chemical ever developed to kill mites in your greenhouse. Experience by greenhouse users has shown complete mite control for six to ten weeks following a single application—others report even longer periods.

Tedion, in addition to offering the longest lasting control, is selective. It will not harm the natural enemies of insects or mites—ladybird beetles, for example, or other beneficial species.

SAFE TO USE: After thousands of applications, both under glass and in the field, only one sensitive

plant has been found . . . the White Butterfly rose. On all other roses, plus carnations, chrysanthemums, philodendrons, and many others, Tedion has performed effectively and safely.

ECONOMICAL, TOO: In consideration of Tedion's longest lasting mite control, there is nothing you can use that will cost less. You'll save time as well as money by being relieved of the necessity for mixing and applying less effective materials much more frequently.

Tedion

Technical Chemicals Department, Niagara Chemical Division, Food Machinery and Chemical Corp.



from seed to tree . . .



LANDSCAPE CONIFERS

QUALITY IN QUANTITY

Douglas Fir	Austrian Pine
Concolor Fir	Scotch Pine
Norway Spruce	White Pine



SHEERLUND
®
FORESTS

Reading, R.D. 1, Pa.
3 Miles South of Reading on Route 73

VOSTERS

NURSERIES AND
GREENHOUSES, INC.

*Tropical Foliage
Plants for
Interior Decor*

Main Office,
Secane, Pa.
(Suburban Philadelphia)
Cutler, Florida
Perrine, Florida
Wilmington, Delaware



EVERGREEN SEEDLINGS

By the 100 or 1,000,000
Write for free price list.

CANALE'S FOREST NURSERY
Shelocta, Pa.
Phone: Elderton, Fleetwood 4-2461

Choice Varieties of Lining-Out Stock
Write for our latest price list.

PALLACK BROS. NURSERIES, Inc.
Route 19, 31 mi. north of Pittsburgh, Pa.
Phone: Zelienople 789
R.F.D. 1 HARMONY, PA.

SPECIMEN TREES . . . RARE TREES COMMON TREES

A convenient source in north Jersey is
HIDDEN VALLEY NURSERY
Herbert Van Dyne, Owner
150 Sassafras Place Gillette, N. J.
25 miles west of New York City
Phone: Millington 7-1158

RHODODENDRONS

AZALEAS ILEX

The best of the old and the
cream of the new, in **QUALITY,**
QUANTITY and **VARIETY.**

WELLS NURSERY

Box 141 Red Bank, N. J.

For Quality Stock

RICKERT NURSERIES

Successor to Moon's
Established 1767
MORRISVILLE, PA.

DEL-MAR-VA NURSERIES

Growers of Quality
Taxus, Ilex and other Ornamentals.
Ask for list.
DEL-MAR-VA NURSERIES
LINCOLN, DEL.
Phone: Milford, Delaware 4445

NORTHERN COLLECTED EVERGREENS FERNS

PLANTS SHRUBS
WILLIAM CROSBY HORSFORD
CHARLOTTE, VT.

9 a. m.—Optional tours: Arnold Arboretum or Freedom Trail.

RHODE ISLAND DAY

Woodward Hall, the new agricultural science building on the University of Rhode Island campus at Kingston, will be the registration point for the 1960 Rhode Island nurserymen's day to be sponsored August 3 by the university's college of agriculture.

After the nurserymen have toured the facilities of the new agricultural building, they will spend the rest of the morning viewing experimental work in progress in the turfgrass plots, the Dutch elm disease plots and the ornamentals research area.

Lunch will be served in the Butterfield Hall cafeteria, where Dean W. H. Wiley of the college of agriculture will formally welcome the nurserymen to the campus. The Rhode Island Nurserymen's Association will hold a business meeting after lunch, and the experimental areas visited earlier will remain open for further inspection during the rest of the day.

READY AT WASHINGTON

Expectation of a record attendance is held by the committee in charge of the summer convention of the Washington State Nurserymen's Association, scheduled for August 18 and 19. The Chinook hotel, Yakima, will be the headquarters. Directors will meet August 17.

Principals slated for educational talks include Dr. Harold Jensen, nematologist, Oregon State College, Corvallis, and Hayes McCoy, the Pennsalt Chemicals Corp. Dr. Jensen's talk will be supplemented by slides and a color film, "The Sheathe Nematode," filmed by the University of California. Mr. McCoy, also using slides, will speak on "Pesticides—Boon to Mankind."

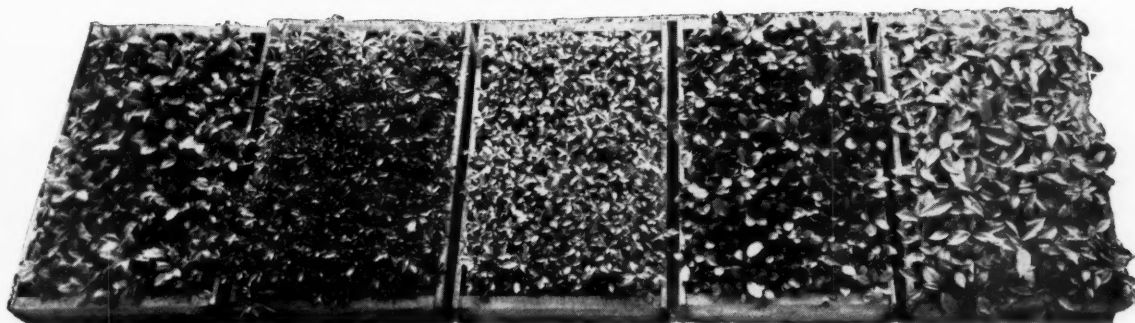
Members of the Yakima Indian tribe will don war paint and feathers in their entertainment of conventioners at Sportsman's park when they gather for a box lunch the afternoon of August 18.

Women attending the convention will be given a Western Airlines charter flight over Mount Rainier and the Yakima valley for two hours August 19. Junior members will have the opportunity of using a swimming pool that is part of a new cabana development of the hotel to be opened during the convention.

General chairman of the summer meeting is Carrel Morton, Morton Nurseries, Yakima. Committee aides

SEED — SEEDLINGS — TRANSPLANTS

SPECIES AND HYBRIDS—AZALEA, LEUCOTHOE, PIERIS, RHODODENDRON



Azalea mollis Azalea poukhanensis Azalea mucronulata Rhododendron Hybrids Leucothoe catesbaei

These are some of our started seedlings (ss). Picture was taken in August. Seedlings received earlier will be smaller. Smaller seedlings, however, generally transplant with a better percentage of survival. Rid yourself of fuss, risk and bother by buying our seedlings or transplants now.

s—SEED available in \$1.00 packets of from 300 to 500 seeds, sent postpaid.

ss—STARTED SEEDLINGS as pictured above available in flats holding at least 400 to 500 seedlings. You may take them now or later, as you wish. Cultural suggestions are furnished. Orders also taken now for new crops in the fall and next spring.

st—TRANSPLANTED SEEDLINGS available in flats of 52 and 66 plants. Strong, sturdy little plants with well-developed root system in our special mixture of soil, sand, peat and Styrofoam.

QUANTITY DISCOUNTS: 10 flats or 20 half flats or combination—deduct 5%.

25 flats or 50 half flats or combination—deduct 10%.

PICKUP DISCOUNT: Pickup at the nursery entitles purchaser to a discount of 3%.

ITEMS BELOW: Started Seedlings (ss)—\$20.00 per flat, \$11.00 per half flat (*). Transplanted Seedlings (st)—\$9.10 per flat of 52 (17½c), except \$11.55 per flat of 66 (17½c) where noted (66).

st Azalea Embley Hybrids, mixed colors
st Azalea Knap Hill Hybrids, mixed colors (66)
st Azalea mollis Mrs. Oliver Slocock, rich orange-yellow
ss, st Azalea mollis Lemonora, apricot with rose center (66)
ss, st Azalea mollis Robespierre, orange-red (66)
ss, st Azalea mollis Louise Hunnewell x Japonica aurea
ss, st Pieris floribunda (Mountain Andromeda) (66)

RHODODENDRON HYBRIDS

ss, st Britannia x fortunei
ss, st Discolor Hybrids
ss, st Farquhar's Hybrids, very hardy, pink and red
ss, st Fortunei, crossed with hardy low variety
ss, st Fortunei, crossed with hardy tall variety
ss, st Fortunei, hardy variants, possible red hybrids

ITEMS BELOW: Started Seedlings (ss)—\$15.00 per flat, \$8.25 per half flat (*). Transplanted Seedlings (st)—\$6.50 per flat of 52 (12½c), except \$8.25 per flat of 66 (12½c) where noted (66).

s, ss, st Azalea kaempferi, salmon-pink to salmon-orange
s, ss, st Azalea poukhanensis, early reddish-violet
s, ss, st Leucothoe catesbaei (Drooping Leucothoe)
s, ss, st Pieris japonica (Japanese Andromeda)
s, ss, st Rhododendron carolinianum, low, compact, pink

RHODODENDRON HYBRIDS

st Boule de Neige, hardy white, compact
s, ss, st Caractacus, crimson, hardy, compact (66)
ss, st Catawbiense Album, hardy, white, compact
s, ss, st Charles Bagley, large rose-red, broad, compact
s, ss, st English Roseum Elegans, excellent rose-pink
s, ss, st General Grant, good red, very hardy
st White Gem, large-flowered, white

ITEMS BELOW: Started Seedlings (ss)—\$17.50 per flat, \$9.50 per half flat (*). Transplanted Seedlings (st)—\$7.80 per flat of 52 (15c), except \$9.90 per flat of 66 (15c) where noted (66).

ss, st Azalea calendulacea, red and orange
ss, st Azalea japonica, yellow (66)
ss, st Azalea mollis, orange-yellow (66)
st Azalea mollis, mixed colors
st Azalea mollis Hortulanus Witte, orange-yellow (66)
s, st Azalea mucronulata, very early, rose-purple
st Azalea vaseyi, Tyrian-rose to rose-pink
s, ss, st Azalea William III, orange to orange-red
st Rhododendron carolinianum album, low compact, white
ss, st Rhododendron decorum, white to soft rose
ss Rhododendron racemosum, dwarf early, pink
ss Rhododendron smirnowi, very hardy, rose

RHODODENDRON HYBRIDS

st America, hardy, spreading, red
s, ss, st Atrosanguineum, good growing, red (66)*
st Charles Butler (fortunei), blush-pink, fragrant (66)
s, st Charles Dickens, very hardy, good red
st Kettledrum, very hardy, compact, good red (66)

(*) SHIPPING INFORMATION: Flats are packed in special strong cartons for safe shipment. Half flats must be ordered in multiples of two.

NOTE: Seedlings of hybrid clones do not present plants of character identical to the parent from which seed was picked and must not be named thereafter. A large enough percentage should, however, be of equal or better character as to make planting both profitable and interesting. Cultivar names and descriptions are used here for genetical interest only.



JOHN VERMEULEN & SON, INC.

Neshanic Station, N. J.

Descriptive catalog mailed on request.

Growing top-quality hardy liners exclusively since 1921.

**ROOTED CUTTINGS
SEEDLINGS
LINING-OUT STOCK
FINISHED STOCK**
in
**YEWS,
HEMLOCK,
ARBORVITAE
and JUNIPER**

*Write for prices or visit us at
the nurseries.*

**LEGHORN'S EVERGREEN
NURSERY CO., INC.**

Geer St. Cromwell, Conn.

SUGAR MAPLE

for

Streets—Parks—Forests

Long Life—Strength—Coloring

Collected. Nursery Grown.

Any quantity available.
1/2 to 12-in. cal.

Beech, Ash, Red Maple, Red
Oak, Birch and Shadblow
also available.

R. H. ROGERS NURSERY
COOPERSTOWN, N. Y.

TAXUS

Heavy *Taxus capitata* liners, XX, transplanted in field row. Sheared and cut back; 12 to 15 ins. and 15 to 18 ins. Reasonable prices. Also quality finished stock, 30 to 42 ins.

Pickup at nursery.

HILLSIDE NURSERY

631 Main St. Cromwell, Conn.

are Mrs. Charles McCormick, Antles & McCormick, and Winsor Bond, May Nursery, both of Yakima, and John Holmason, Pacific Coast Nursery, and Wes Farwell, Bleyhl's, Inc., both of Sunnyside. Program chairman is John J. Snyder, Columbia & Okanogan Nursery, Wenatchee. A deviation from former arrangements will be a trade show.

TWIN CITIES PROGRAM

The summer meeting of the Minnesota State Nurserymen's Association will involve gatherings at three establishments in the Twin cities area Friday and Saturday, August 5 and 6. Friday there will be a meeting at the trial grounds of Northrup, King & Co., Minneapolis, and the fruit-breeding farm of the University of Minnesota, at Excelsior. Saturday will be spent at the J. V. Bailey Nurseries, St. Paul.

NEBRASKA SCHEDULE

Tours of nurseries and experimental plantings at the University of Nebraska college of agriculture will fill most of the program for the summer meeting of the Nebraska Association of Nurserymen at Lincoln, Neb., August 16.

With the Lincoln Association of Nurserymen and the university's college of agriculture participating, the meeting will start at 9:30 a. m. at Nebraska Nurseries, Inc., Lincoln. The university will arrange tours of grass plots and experimental shrub plantings.

Tours will also be made of Nebraska Nurseries, Inc.; Campbell's Nurseries; Haggerty Landscape Nursery, and Williams Nurseries, all of Lincoln. These nurseries will cooperate in serving a picnic lunch and refreshments during the day, and the informal meeting will be adjourned at 3:30 in the afternoon.

TEXAS REGIONS ELECT

Election of officers held by several regional groups of the Texas Association of Nurserymen and announced in the June issue of the T. A. N. bulletin resulted as follows:

Members of region IV met June 6 and named Don West, Dallas, as president; E. E. Leverett, Dallas, vice-president; Robert Smith, Dallas, secretary-treasurer, and E. Houck, Waco, director. M. E. Charles, Richardson, and Roy Santerre, Dallas, are holdover directors, and L. C. House, Dallas, will serve his second year as state director from region IV.

At a barbecue dinner at Liberty,

B&B TAXUS

in variety including:

DENSIFORMIS AND BROWN

Heavy sheared, transplanted or root-pruned frequently.

CRIMSON KING MAPLES

well-spaced, good heads, up to 2 to 2 1/2-in. cal.

PINK DOGWOODS

Spaced 4 x 6 ft., root-pruned, sizes up to 10 ft.

Write for price list. All stock certified for western shipment. We would enjoy having you visit us and look over our stock.

CLINTON NURSERIES

Clinton, Conn.

Phone MOntrorse 9-8611

Wholesale Only



NORTHERN-COLLECTED

Hemlocks, Ferns, Wild Flowers
Trees, Shrubs

ISAAC LANGLEY WILLIAMS
EXETER, N. H.

SHEPARD NURSERIES

Growers and Distributors of

ORNAMENTAL NURSERY STOCK

Truckloads only, no boxing.
60 acres growing. Skaneateles, N. Y.

"Sprays Stick Better ...Spread Better!"

with amazing new

PLYAC[®]

Liquid Polyethylene Spreader-Sticker

Oregon nurseryman reports...

"We have found Plyac gives longer and better results with better sticking and spreading of insecticides. We use it in all our growing and dormant season sprays with excellent results."

Mr. Kent Brooks
Carlton Nursery Co.
Forest Grove, Oregon



More praise for Plyac! And no wonder! For throughout the country nurserymen, fruit and vegetable growers, and virtually every type of farmer are demonstrably increasing the effectiveness of sprays with Allied Chemical's new Plyac spreader-sticker.

With Plyac, your sprays will stick better and last longer, even in rainy weather when other sprays wash off easily. You'll increase the killing power of insecticides and fungicides...

stretch the time between sprays... do less re-spraying.

Plyac is a non-oil product in easy-to-use liquid form. Can be added to both wettable powders and emulsifiable concentrates. Economical, too! Only 2 to 4 ounces are required for each hundred gallons of spray mixture.

For maximum effectiveness, be sure to include sensational new Plyac polyethylene spreader-sticker in your spray program *this season!*

Use Genite[®] Miticide for longer-lasting mite control!

Just one spraying with this amazing miticide will give you really long-lasting control of Red Spider, Spruce Mite, Southern Red Mite, Clover (Bryobia) Mite and other mites! You'll spray less often... cut down mite populations so effectively results will often continue into the following year. Genite comes in both 50% emulsifiable and 50% wettable powder forms. Only 1 to 1½ pints of emulsifiable or 1 to 1½ lbs. of wettable powder are needed for each 100 gals. of water. For outstanding mite control on your nursery stock use Genite this season. Write today for free folder on Genite for nurseries.



GENERAL CHEMICAL DIVISION

40 Rector Street, New York 6, N. Y.

WANTED NURSERY STOCK IN TRAILERLOAD QUANTITIES

Distributing to Garden Centers, Chain Stores and
Landscape Men

We are looking for dependable sources of supply
for quality nursery stock in both promotional and
landscape sizes . . . we are prepared to pay cash.

Send us your price list, write or call:
ARTHUR GAKLIS

Telephone:
TWinbrook
4-5474
4-5498

"GOLD



STAR"

South Ave.
(Rt. No. 30)
Weston 93, Mass.

WHOLESALE NURSERY CO.

New England Distributors

TAXUS

In varieties,
certified for western shipment.

BULK'S NURSERIES, INC.

610 W. Montauk Hwy.
Babylon, N. Y.
Phone: MOhawk 9-4400

Smithburg-Manalapan Rd.
Freehold, N. J.
Phone: HOpins 2-5500

PACHYSANDRA

Terminalis (Japanese Spurge). The ideal permanent evergreen ground cover plant for shady and semi-shaded areas in all climates. Does well in sunny areas, too. Absolutely winter hardy in the most northern climates.

	Per 100	Per 1000	5000 or more
Strong, well-rooted, 1-yr. plants; propagated in soil and peat frames with light shade. . . .	Prepaid F.O.B. here	\$6.50	\$53.00
	\$5.00	\$50.00	\$50.00

Available for prompt shipment throughout the year. Shipments anywhere including Canada. GOOD PACKING FREE. A good source of supply.

PEEKSKILL NURSERY

Phone: Lakeland 8-5595
SHRUB OAK, N. Y.

HESS' NURSERIES LINING-OUT STOCK

Wayne, New Jersey

LANDSCAPE CONIFERS

Quality "Blue" Trees

Douglas Fir

Concolor Fir

BROOKFIELD GARDENS

Rt. 46 Delaware, N. Y.

Tex., with George Beck as host, members of region II named the following: Ralph C. Griffing, Beaumont, president; Tom Condon, Houston, vice-president; Ben Teas, Spring, secretary-treasurer, and E. R. Lee, Houston, director. Stacy Botter, Alvin, and R. C. Suggs, Houston, are holdover directors. Erwin Richer was nominated by region II to serve as its director on the T. A. N. board for the next two years.

Members of region III met at Tyler May 23, and the election resulted as follows: Raymond Payne, Tyler, president; Charles House, Tyler, vice-president; E. E. Janne, Tyler, secretary-treasurer, and Joe Burks, Tyler, and Cameron Verhalen, Scottsville, directors. Clark Kidd and Bernice House, both of Tyler, are holdover directors. Carroll Wilson, Jacksonville, will serve as region III director on the T. A. N. board for the next two years.

NORTH CAROLINANS' TOUR

[Concluded from page 19]

his propagation facilities and the farm. After a barbecue dinner, the North Carolina contingent once again boarded the buses for a trip to the 1,200-acre Huntsville Wholesale Nursery Co., being guided there by John Fraser. Propagation and storage facilities, balling machines and field culture were a few of the items about which Mr. Fraser was questioned.

"Uncle" Henry Chase was host to the North Carolina nurserymen while they visited the Chase Nursery Co. Many were interested in the irrigation system used and the 150-foot well, which provides 600 gallons of water per minute. The tour through the 900-acre nursery followed a dinner served in the packing shed.

HEAD INDIANA GROUP

At the annual family picnic held by the Indianapolis Landscape Association June 30 at the Rock Island Refinery's recreation park northeast of Indianapolis, the new officers of the group, which was incorporated last spring, were introduced and took office, as follows: President, Jack Engledow, New Augusta; vice-president, Gordon Hobbs, Plainfield; secretary, Marvin Bareither, and treasurer, Floyd Bass, Jr., New Augusta. The new directors are: For one year, Dave Burkhart, Indianapolis, and Howard Reiber; for two years, Larry Pottenger and James Maschmeyer, both of Indianapolis, and for three years, John Barrett, Palestine, and Garnet Hill, Indianapolis.

THE WINNERS!



Grandiflora
PINK PARFAIT
&
Hybrid Tea
DUET



Salute to Pink Parfait and Duet.

Through the years it has been the privilege of K&B to furnish the familiar metal PATENT LABELS bearing the AARS insignia for many winners.

Pioneers in the manufacturing of lasting plant variety PATENT LABELS, K&B would appreciate the opportunity of supplying your requirements.



Name Plate Company

605 South Clarence Street • Los Angeles 23, California

New Code, Bylaws Voted At Maryland Meeting

By Charles W. McComb

The annual summer meeting of the Maryland Nurserymen's Association was held June 26 to 28 at Williamsburg, Va. The Williamsburg lodge served as headquarters.

Sunday, over 90 nurserymen and members of their families registered, with many taking advantage of the free Sunday time to visit Williamsburg. Eighty original buildings still stand in the mile-long historic area, and over 400 colonial residences, public buildings, gardens, greens and streets have been restored.

Monday, June 27, those in attendance had breakfast together, preceding a business session under the leadership of President Ray Gustin, Jr., Gustin Gardens, Rockville.

Executive Secretary Thomas Adams, Ten Oaks Nurseries & Gardens, Inc., Clarksville, read the minutes of the February 18 meeting, and these were approved, as read. Treasurer Carl Orndorff, Kensington, gave a financial report, which was accepted as read.

Dr. George S. Langford, University of Maryland, College Park, educational secretary, requested that nurserymen continue to furnish items of interest for Nurserymen's News.

Membership Report

The membership committee report was given by Carville M. Akehurst, Akehurst Nurseries, Fullerton. Only seven new members have been taken into the association this year; the goal is 40. The heavy rush of spring business slowed recruiting of new members, but with the coming of summer it is hoped that the goal will be quickly reached. A boosters' club has been set up, and any member responsible for bringing three new members into the association will receive a certificate.

The membership and trade directory will be published in January. August 1 is the deadline for accepting directory advertising.

Mr. Akehurst also gave the graduate fellowship and research committee report. Two projects are under way at the University of Maryland. The container-grown plant project, which was initiated a year ago, is one of the studies, and Mr. Baker of the university will soon begin work on a second project, dealing with the effect of variation of day length

on plants. Evergreen cuttings for the project are being obtained from the National Arboretum, Washington, D. C.

Gilbert Gude, A. Gude Sons Co., Rockville, next presented the legislative committee report. He distributed a questionnaire on the Maryland sales tax which is to serve as a preliminary guide for nurserymen. It covers those areas of sales tax collection with which Maryland nurserymen are most often concerned and which have given the greatest difficulty to members in the past. The guide has the approval of the retail sales tax division. Members not obtaining copies at the meeting will receive theirs shortly in the mail. It is hoped that the preliminary guide will give rise to comments and suggestions, so that the final printed publication can be as helpful as possible to all members.

Frank Primrose III, Loudon Nurs-

eries, Pikesville, giving the advertising committee report, stated that the association had participated in the flower show at Baltimore last March. An entire home landscaped by Maryland nurserymen added considerably to the show.

Thomas Adams reported on the progress of the publication of the tree-planting booklet. This is being prepared in cooperation with several utility companies, and Dr. Richard P. White, executive vice-president, American Association of Nurserymen, has also given advice on this publication. September 15 has been set as the publication deadline.

Andrew Adams, Ten Oaks Nurseries & Gardens, Inc., for the public relations committee, said the major event for this year was participation in the national capital flower and garden show, in the National Guard armory. Through the cooperation of many of the nurserymen the Maryland group's display won a purple ribbon. The entry featured unusual plants for landscaping that are available at Maryland nurseries.

President Gustin announced that he intended to set up the convention committee as a permanent committee. He expressed his thanks on behalf of the association to Mr. and Mrs. James McWilliams and their

TAXUS

Quality Liners

Hatfield, upright	Per 100
4-yr., TT., 10 to 14 ins.	\$55.00
2-yr., T., 8 to 10 ins.	28.00
Brown	
3-yr., T., 8 to 10 ins.	40.00
1-yr., T., 6 to 8 ins.	18.00
Kelsey, upright	
2-yr., TT., 8 to 10 ins.	30.00
50 at the 100 rate	

BLAKE'S NURSERY

P. O. Box 93 Saddle River, N. J.

PIERIS JAPONICA

The most beautiful broad-leaved evergreen of all. In summer the color of the foliage is always changing, first red, then pale green and then dark green. In August the flower buds form in graceful racemes for next spring's flowers. White, "Lily of the Valley" flowers appear with the first warm weather, and flowers often last 6 weeks. Grows well in sun or shade. Makes a nice contrast with Azaleas and Rhododendrons.

4 to 6 ins., T.	15c
6 to 8 ins., T.	20c

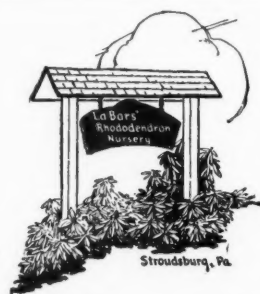
ALANWOLD NURSERY

Neshaminy, Bucks Co., Pa.

DIRKMAAT AZALEA FARM

P. O. Box 453 Phone: Gilbert 4-6639
516 Stevens Ave. Ridgewood, N. J.

Azaleas—both budded and lining-out stock—are our specialty. See our classified ads.



LINING-OUT STOCK

In Wide Assortment

Acer atropurpureum Bloodgood, Azaleas, Berberis, Cornus florida rubra, Evergreens, Ilex, Magnolias, Hybrid Rhododendrons, Taxus, in variety, etc., in 1, 2 and 3-yr. transplants at competitive prices. Write for list on business stationery.

DEERFIELD NURSERIES

Deerfield, N. J.

QUALITY LINERS

WILSEY EVERGREEN NURSERY

Corfu, N. Y.

Phone: East Pembroke 6411
Located Near Indian Falls

FOR BETTER PLANTS

at competitive prices



Block of *Taxus brevifolia*. One of many blocks of the better types of yews available in great quantities for fall and spring. Spreading varieties, 15 to 18 ins. to 5 ft. Upright varieties, 2 to 5 ft.

One of several blocks of *Rhododendron Hybrids*. Pictured here: 2 to 2½ ft. Own root, named varieties grown in full sun. All colors. Sizes from 15 to 18 ins. to 5-ft. in quantity.



Ilex convexa, 2½ to 3 ft. pictured here. Other sizes: 12 to 15 ins. to 4-ft. spread. Upright *I. pyramidalis* and *I. microphylla* to 6 ft. high. Also named varieties of *Ilex opaca*, *I. aquifolium* and *I. cornuta*, 2 to 8 ft.

Write for new list available about August 20. Please use business stationery.

ANGELICA NURSERIES

Growers of Fine Plants

Mail address and office:
R. D. No. 1, Mohnton, Pa.
Phone: Reading, SP 7-3831

Nurseries:
Angelica (near Reading), Pa.
Chesterville, Kent Co. (Eastern Shore), Md.

We specialize in:

Abies concolor and douglasii (Firs)

Ilex crenata (Japanese Holly)

Ilex glabra (Japanese Holly)

Ilex microphylla (Japanese Holly)

Picea excelsa (Norway Spruce)

Pieris japonica (Japanese Andromeda)

Pinus, in variety, **excelsa** (Pines)

Taxus, in variety (Yews)

Thuja elegantissima (Arborvitae)

Tsuga canadensis (Hemlock)

CORNUS FLORIDA, for street planting, 1½ to 2½-in. cal., 8, 9 and 10 ft. and over, branching at 4, 5 and 6 ft. aboveground.

Acer, in variety—Norway, Crimson King and **negundo variegatum**

Amygdalus, in variety—(Flowering Peach)

Betula alba (European Birch)

Cornus florida rubra

Prunus, in variety—(Flowering Plum and Flowering Cherry)

IMPERIAL NURSERIES OF LONG ISLAND

Miller Place Rd., off Rt. 25A

Miller Place, L. I., N. Y.

Phone: Port Jefferson 8-0955

ASK FOR CATALOG

committee for the excellent job they had done in planning the summer meeting.

Frank Primrose III was again called on to present the ways and means committee report. Before yielding the floor, however, Mr. Gustin expressed his appreciation to Mr. Primrose and his committee for the excellent job they had done in revising the bylaws of the association.

New Bylaws

Mr. Primrose reported that, since the association was to be incorporated, articles of incorporation and bylaws would be needed. He read the new code of ethics of the Maryland Nurserymen's Association, which calls for members' observance as follows:

"To regard the nursery business as an honorable and necessary profession and to conduct myself and my business in such a manner as to enhance the standing of my vocation in its public acceptance.

"To deal fairly and justly with my customers and to condemn all forms of practices which tend to discredit the nursery industry or injure its public relations.

"To strive constantly and assiduously to improve my qualifications and proficiency in the industry and

BLOODGOOD NURSERIES

Dept. American Nursery Co.

R. D. 1

Doylestown, Pa.

Established 1790

Growing a general line of nursery stock.

Specializing in shade and ornamental trees.

Serving the Wholesale Trade

EVERGREENS

300 acres of choice Evergreens

ready for immediate resale

Write for list.

GARDNER'S NURSERIES, Inc.
ROCKY HILL, CONN.

LINERS

Taxus, 1 and 2-yr.; **Hydrangea Hills of Snow**, **Cydonia japonica**, **Red-Leaved Barberry**, **Forsythia Spring Glory**, etc.

BROUWER'S NURSERIES

P. O. Box 25

New London, Conn.

B & B EVERGREENS

ARBORVITAE

HEMLOCK JUNIPER

TAXUS

Nursery located north end of Broad Brook on Connecticut Highway No. 140.

Ask for Wholesale Price List

E. NORMAND MYERS

Nurseryman

Broad Brook, Conn.

QUALITY NURSERY STOCK IN LANDSCAPE SIZES

SHADE TREES: Maple — Norway, Scarlet and Sugar, Niobe Weeping Willow and Pin Oak. Sizes on most shade trees are in the 2 to 5-in. cal. size.

EVERGREENS: Austrian Pine, up to 6 ft. Hetz Juniper, 18 to 24 ins. and 2 to 2½ ft.

Write for Price List.

BAKER'S NURSERIES

Hoosick Falls, N. Y.

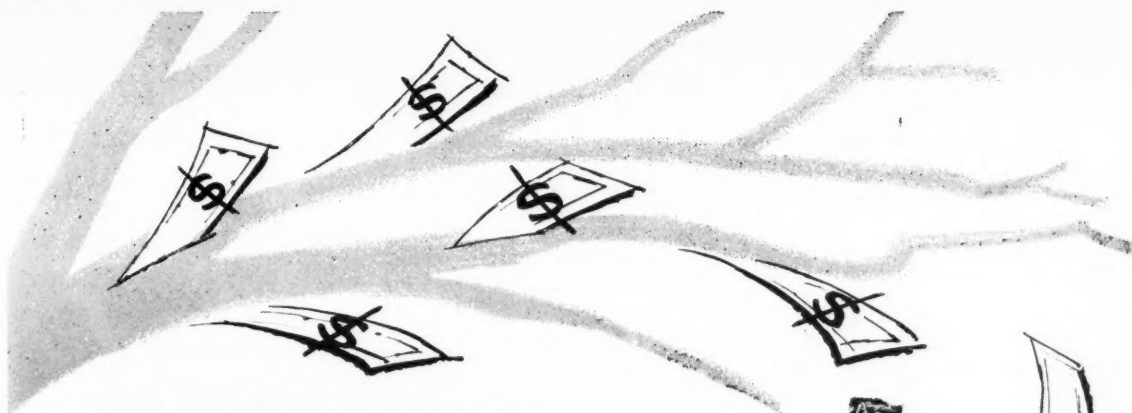
Phone: 861

SEEDLINGS

WHOLESALE ONLY

TRIM TREE NURSERY

R D 1 INDIANA PA



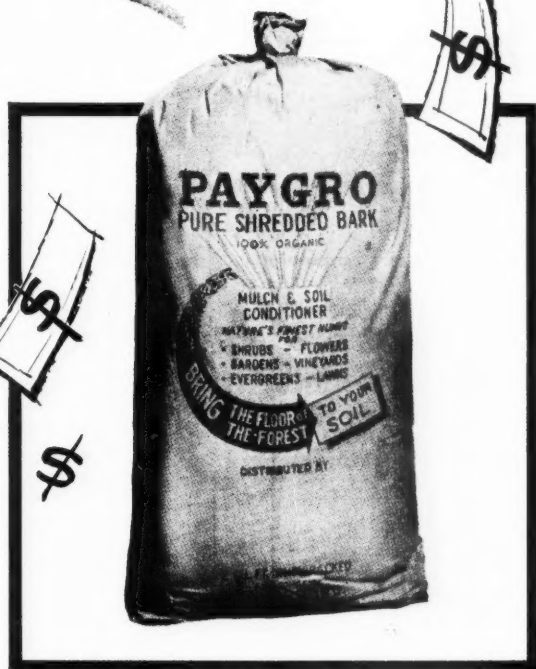
PAYGRO

*Mulch and
Soil Conditioner*

Proves...

**that MONEY
Does Grow
On Trees!**

Paygro is processed from shredded hardwood bark
—and is completely organic.



Here is the Newest Name in Mulch
and look at PAYGRO'S Sales Advantages.

1. Paygro will not crust.
2. Paygro won't blow away.
3. Paygro will not attract rodents.
4. Paygro inhibits and retards weed growth.
5. Paygro has a rich brown color.
6. Paygro absorbs more water, more easily than other mulches.

Paygro is packaged in convenient to use 2 cu. ft. (40 lb.) bags and ready for use. Open the bag and pour. Paygro flows freely into place and it's there to stay.

PAYGRO Inc., Lancaster Road, P. O. Box 455, Chillicothe, Ohio

INTRODUCTORY OFFERING

Excellent ornamental tree plantings.
Quercus rubra, 6 ft. to 3½-in. cal.
Quercus robur, 2½-in. to 3½-in. cal.
Quercus coccinea, 6 ft. to 10 ft.
Liquidambar styraciflua, 6 ft. to 10 ft.
Platanus occidentalis, 6 ft. to 10 ft.
Castanea mollissima, 2-in. to 3½-in. cal.
Prunus subhirtella pendula, 6 ft. to 8 ft.
Pseudotsuga douglasii, 2 ft. to 4 ft.
Taxus capitata, 2 ft. to 3½ ft.
Tsuga canadensis, up to 5 ft.
Norway Spruce, up to 7 ft.
Cotoneaster acutifolia, about 5,000, 24 to 30 ins.

All stock grown in our nursery.

Special 5 per cent discount on orders received prior to August 20, 1960, for late summer or fall delivery.

We welcome your inquiry and inspection.

Write P. O. Box 122 or Phone:
 Madison 6-5520

KENDALE NURSERY

Lititz, Pa.



PRINCETON NURSERIES

1300 acres devoted to the production of the finest in ornamental plants.

Featuring shade and flowering trees in wide assortment.

Flowering shrubs, hedge plants, ground covers, evergreens, azaleas, vines, etc.

VISIT OUR NURSERY
 SEND YOUR WANT LIST
WHOLESALE ONLY

PRINCETON NURSERIES

Princeton, N. J.
 Phone: WA 4-1776

SHADE TREES—ORNAMENTALS

Gleditsia triacanthos, *Carpinus caroliniana*, *Cercis canadensis*, *Cornus florida*, *Phellodendron amurense*, *Platanus acerifolia*, *Liquidambar styraciflua*, *Acer platanoides*, *Acer rubrum*, *Fraxinus americana*, *Acer ginnala*, *Ostrya virginiana*, *Koeleruteria paniculata*, *Pyrus calleryana*, *Pinus strobus*, *Pinus nigra*, *Salix babylonica*, *Pieris japonica* and many more.

HIDDEN VALLEY NURSERY

Phone: Millington 7-1158 Gillette, N. J.

thereby merit the approbation and esteem of others.

"To adhere to the constitution, bylaws of the association and the code of fair business practices of the American Association of Nurserymen, and to foster its objectives."

The new bylaws provide for six types of membership; namely, firm members, active members, out-of-state members, allied members, student members and honorary members. Voting members will be firm members who represent companies operating within the geographical limits of the state and are engaged in the full-time production, sale or landscape use of nursery stock. Active members may be owners or full-time employees of firm members. Dues for firm members will be based on an evaluation of nursery property with a minimum of \$20 and a maximum of \$80. Other dues will be at fixed rates.

The new bylaws were unanimously accepted by the membership at the meeting.

Ervin Bauer, Jr., Baltimore Gas & Electric Co., reported for the "Keep Maryland Beautiful" committee. At a meeting earlier in Baltimore plans were discussed to have Arbor day emphasized next year to help foster the "Keep Maryland Beautiful" idea.

President Gustin then presented to Dr. George S. Langford, in behalf of the association, a token of appreciation for his many years of faithful service to the nurserymen of the state.

After an announcement concerning the garden tours for the afternoon program, the meeting was adjourned by President Gustin.

Williamsburg Tour

At 1:30 p. m. Monday afternoon, the nurserymen gathered at the lodge and divided into four groups. Under the direction of Alden R. Eaton, landscape superintendent for Colonial Williamsburg, and three of his assistants, the groups were conducted on tours of several of the early-type American gardens. Each guide explained points of interest and facts about the flowers, trees and shrubs found in the gardens.

After the tour, a banquet was held at the Williamsburg lodge. "Mulling of the Cider" was presented to the group. The Town Crier gave a history of the drink, after which further entertainment was provided by a minstrel and ballad singer.

There was no formal program for Tuesday, June 28. Nurserymen were able to accept invitations by nearby Virginia nurseries to visit or to tour the historic tidewater area.

Brookfield Farms

Growers of Quality
 Finished Landscape Material

TREES SHRUBS EVERGREENS

WHOLESALE ONLY

Ask for price list and visit our nursery at:

W. Whisconier Rd.

Off Rt. 25

Brookfield Center, Conn.

Telephone: Danbury, SPring 5-9766

LANDSCAPING BOOKS

Landscaping for Modern Living
 Sunset Magazine. \$2.00

Grounds Maintenance Handbook
 By H. S. Conover. \$10.75

The Art of Home Landscape
 By Garrett Eckbo. \$5.95

Gardens Are for People
 By Thomas D. Church. \$10.00

Lawn and Landscaping Handbook
 By Thomas H. Everett. \$2.00

Ground Cover Plants
 By Dr. Donald Wyman. \$4.75

Landscape Sketching
 By Arthur Black. \$5.75

Shrubs and Trees for the Small Place
 By P. J. Van Melle. \$3.00

Order from

AMERICAN NURSERYMAN

343 S. Dearborn St. Chicago 4, Ill.

NURSERY SALES, INC.

P. O. Box 295, 525 Stevens Ave.
 Ridgewood, N. J.
 Phone: GI 4-6848

Affiliate of Peninsula Nurseries, Inc.
 Melfa, Va.

Landscape-size Evergreens, Azaleas,

Ornamental Trees and Plants

Specializing in heavy, quality, lining-out stock.

HALLA'S

SURPLUS LANDSCAPE NURSERY STOCK

AT WHOLESALE PRICES

Heavily sheared, specimen stock, grown for landscape purposes only. Balled and burlapped.

Arborvitae, American Dark Green	Each	Juniper, Pfitzer compacta	Each
137 4 to 5 ft., extra-heavy	\$ 7.50	75 24 to 30 ins.	\$ 5.25
10 5 to 6 ft.	9.50	60 3 to 3½ ft.	7.50
Arborvitae, Pyramidal		112 3½ to 4 ft.	9.50
70 4 to 5 ft., extra-heavy	7.50	251 4 to 5 ft.	12.50
70 5 to 6 ft.	9.50	8 5 to 6 ft.	14.50
20 10 to 11 ft.	40.00	Juniper, Savin, green	
10 11 to 12 ft.	60.00	10 3 to 3½ ft.	7.50
Arborvitae, Siberian		45 3½ to 4 ft.	9.50
60 3½ to 4 ft.	9.00	Juniper, Savin Von Ehron	
14 4 to 4½ ft.	12.00	9 3 to 3½ ft.	7.50
4 4½ to 5 ft.	18.00	Mugho Pine, green	
Arborvitae, Green Globe		75 24 to 30 ins.	8.00
15 18x18 ins.	3.50	10 30 to 36 ins.	10.00
20 24x24 ins.	4.50	Austrian Pine, green	
70 30x30 ins.	5.50	50 6 to 7 ft.	20.00
46 36x36 ins.	7.00	30 7 to 8 ft.	30.00
7 42x42 ins.	10.00	30 8 to 9 ft.	40.00
Juniper, chinensis columnaris, blue		20 9 to 10 ft.	50.00
3 9 to 10 ft.	65.00	Balsam, beautiful heavy specimens	
Juniper, Spiny Greek, gray-green		400 4 to 5 ft.	8.75
20 4½ to 5 ft.	9.00	400 5 to 6 ft.	12.50
Juniper, welchi, silver-blue		Spruce, Black Hills	
20 5 to 6 ft.	12.00	50 3½ to 4 ft.	7.50
Juniper, Savin Von Ehron Globe		50 4½ to 5 ft.	9.50
20 30x30 ins.	9.00	30 5 to 6 ft.	12.50
Juniper, Andorra		50 6 to 7 ft.	22.00
91 30 to 36 ins.	5.75	70 7 to 8 ft.	27.50
20 3½ to 4 ft.	7.75	35 8 to 9 ft.	37.50
Juniper, Andorra compacta		15 9 to 10 ft.	55.00
30 30 to 36 ins.	6.25	Spruce, Colorado Green	
30 3 to 3½ ft.	7.50	100 4½ to 5 ft.	9.50
Juniper, hetzi		Spruce, Colorado Blue	
80 4 to 5 ft.	12.50	200 4½ to 5 ft.	16.50
20 30 to 36 ins.	5.75	100 5 to 6 ft.	18.50
20 3 to 3½ ft.	7.75	Spruce, Norway	
Juniper, Pfitzer Blue		10 4 to 4½ ft.	8.50
31 3 to 3½ ft.	7.50	10 5 to 6 ft.	12.50
139 3½ to 4 ft.	9.50	10 6 to 7 ft.	22.00
27 4 to 5 ft.	12.50	10 7 to 8 ft.	27.50
20 5 to 6 ft.	14.50		
2 6 to 7 ft.	16.50		
11 7 to 8 ft.	18.50		

TERMS: All prices are F.O.B. Minneapolis, Minn. No charge for loading trailers in nursery. Slight charge for loading railroad freight cars at station. All shipments at purchaser's risk. Usual trade terms to nurserymen of established credit with us, otherwise, 25% cash with order, balance C.O.D. Terms are net and must be paid within 30 days from date of shipment. 6% interest charged on past-due accounts.

ORDERS are accepted subject to prior orders, crop conditions and to delay or injury to our nursery stock.

CLAIMS for any cause must be made promptly on receipt of stock. We will not entertain claims after goods have been accepted and when report is not made within 10 days. We express or imply no warranty as to the productiveness or life of the nursery stock we sell and will not, in any way, be responsible for the results secured in transplanting.

HALLA NURSERY

4917 Eden Ave.

Minneapolis 24, Minn.

CONTAINER-GROWN PLANTS

(Pickup Now)

60,000 to Pick from (Over 50 Varieties)

Acer palmatum	Enkianthus	Pyracantha
Ampelopsis	Euonymus	Rhododendron Hybrids
Aronia	Fagus sylvatica	Spiraea
Azalea	Forsythia	Tsuga
Barberry	Hydrangea	Viburnum
Buxus	Hypericum	Vitex
Cotoneaster	Magnolia	Weigela
Cydonia	Pieris	Wistaria
Deutzia	Prunus	

Also a complete list of B&B Evergreen and Lining-Out Stock

VERKADE'S NURSERIES

P. O. Box 336

New London, Conn.

HARDY NEW ENGLAND GROWN STOCK

White-Flowering Dogwood
2 to 3 ft., 3 to 4 ft., 4 to 5 ft.,
5 to 6 ft., 6 to 7 ft., 7 to 8 ft.,
8 to 10 ft.

Azalea mollis
15 to 18 ins., 18 to 24 ins.,
24 to 30 ins.

Colorado Spruce
2 to 2½ ft.,
3 to 3½ ft.

Pink-Flowering Dogwood
4 to 5 ft., 5 to 6 ft.

Azalea poukhanensis
12 to 15 ins., 15 to 18 ins.,
18 to 24 ins.

Norway Spruce
2 to 3 ft.

All stock in first-class condition. Shipments in beetle zone only. Available for fall or spring shipment.

FOREST HILLS NURSERIES, INC.

1073 Reservoir Ave.

Telephone: HOpkins 1-9380

Cranston 10, R. I.

MAXWELL, BOWDEN AND RICE, INC.

Growers of Fine Nursery Stock

WHOLESALE ONLY

Roses — Shrubs — Fruit Trees — Ornamentals — Vines — Hedge

Geneva, N. Y. — Phone: 8131

ROSES

Central Pennsylvania Grown
2-yr.-old, field-grown plants.
Hybrid Teas—Floribundas—Climbers

EVERGREENS

Landscape Material
Twice transplanted, regularly sheared.
Young, salable evergreens for cash-and-carry
trade of garden shops, roadside markets and
nurseries.

Write for wholesale price list.

SHADE'S NURSERY

624 Colonial Club Dr.
Harrisburg, Pa.

Phone: Harrisburg, KI 5-5417

5 miles east of Harrisburg on U. S. Rt. 22, turn north at Inn 22, nursery 1 mile north of U. S. Rt. 22.

BOBBINK NURSERIES, INC.

Specialists in Coniferous and
Broad-Leaved Evergreens,
Shrubs and Trees.

586 Paterson Ave.

East Rutherford, N. J.

ORNAMENTAL CRAB APPLES,

by A. F. den Boer. 226 p., illus. (1959). \$4.95.
American Nurseryman Chicago 4, Ill.

**IF YOU'RE LOOKING
FOR QUALITY
EVERGREEN SEEDLINGS
OR
CUT CHRISTMAS TREES**

Why not write today —

SCHROTH'S NURSERY

R. D. 2

Clymer, Pa.

BOULEVARD NURSERIES

Newport, R. I.

- Quality Nursery Stock
- Lining-Out Stock
- Root-Thru Plant Pots

HEMLOCK

Rhododendron • Kalmia • Azalea

CURTIS NURSERIES

CALICOON, N. Y.

Growers of a general line
of nursery stock.
Visitors welcome.

FAIRVIEW EVERGREEN NURSERIES

FAIRVIEW, Erie Co., PA.

LILIES TAKE HONORS

At the Floriade exhibition at Rotterdam, Holland, an American exhibit of lilies sent by Jan de Graaff's Oregon Bulb Farms, Gresham, Ore., received a special grand sweepstakes prize, unanimously awarded by the 10 judges, for the finest display of new flowers in the entire exhibition. The prize was a large silver bowl. In addition, the exhibit was awarded first prize for the finest display of lilies. Four new varieties were singled out for Floriade certificates of merit.

The flowers were picked in bud in the Canby, Ore., production fields of the Oregon Bulb Farms July 2. They were packed dry, without having been put in water, July 3, and were forwarded via B.O.A.C. to London and from there to Schiphol airport at Amsterdam. They arrived early July 5 and were then taken to the Floriade, put in water and arranged for the exhibition. All of them were in perfect condition when the show opened.

In the International lily show, sponsored by the N. A. L. S. at Madison, Wis., July 8 to 10, a similar exhibit by the Oregon Bulb Farms was awarded first prize among the commercial displays.

NEMATOLOGIST RETIRES

Dr. J. R. Christie, noted nematologist, retired June 30 from the staff of the Florida agricultural experiment station, Gainesville. A native of New Boston, N. H., Dr. Christie had served with the division of nematology, United States Department of Agriculture, for 32 years before joining the Florida station staff in 1955.

Dr. Christie has been honored several times for his services to agriculture and is the author of many papers and reports on nematology. His book, "Plant Nematodes, Their Bio-nomics and Control," published in 1959, is enjoying a world-wide sale through the Florida experiment station.

DEAN H. HOLDEN recently ceased operations of Nutplains Nursery, Inc., Guilford, Conn. Mr. Holden will continue growing perennials, on a greatly reduced scale, under his own name at Saybrook road, Had-dam, Conn.

STARTED last summer, the Park-view Nursery, Stoddard, Wis., was opened for business recently by Francis J. Clarkin.

EXPANSION into the wholesale field has been announced by the Plan-Et Nurseries, Ebensburg, Pa.



*** With an Outstanding PROMOTION PROGRAM—now in its 7th Successful Year!**

The pent-up pressure of many years of effective activity make MERION Kentucky Bluegrass sales for you. Newspaper ads in leading markets, national coverage through selected gardening magazines, a strong and continuous public relations program, informative brochures, in-store promotion materials... all these efforts build a constantly increasing consumer demand.

*** With the Foremost STANDARDS OF QUALITY in the Grower-Processor Field.**

The pioneer association in the trade maintains the integrity and development of MERION, the first and foremost of improved varieties of Kentucky Bluegrass. It grows stronger, more vital each year.

*** With the ENTHUSIASTIC ENDORSEMENT of Leading Turf Authorities!**

Scientists, growers, experimental stations, park superintendents, greenskeepers... *the men who know best* have placed their stamp of approval on MERION. Now in its twenty-fifth year of observation and evaluation, MERION has proved to be the continuing choice of the experts. Every year adds scores of new advocates in the ranks of this knowledgeable group.

*** With Continuing RESEARCH AND DEVELOPMENT Emphasis and Progress.**

Experimentation, testing, expansion of growing areas, new methods and controls... all continue to back up the leadership of MERION, the bluegrass with the approval of the Turf Research Foundation.

Send today for Complete **PROMOTION KIT** including New 1960 Information and Sales Aids... it's **FREE!**

MERION BLUEGRASS ASSOCIATION

101 Park Avenue, Room 607, New York 17, New York



NEW!

This Seal on your packages will build extra sales. Full details in Promotion Kit.

MERION BLUEGRASS ASSOCIATION

101 Park Ave., Room 607, New York 17, N. Y.

Please rush the 1960 MERION PROMOTION KIT to:

Name _____
 Company _____
 Address _____
 City _____ State _____



THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

CENSUS SHOWS TRENDS

The first tabulations of the 1960 general census are being published, and, as they will both confirm the population movement that has occurred and predict where it is going, we, as nurserymen, can well pay them attention, for they will affect our business as well as all others.

Several trends that relate to this business are pronounced. The most evident is the population exodus from the city to the suburbs. This shift has been so great that in some metropolitan areas, while the city itself has barely shown any population growth (or has even lost a little), the outskirts have grown so rapidly that the whole metropolitan area has doubled in population. This move to the suburbs is continuing, as is the demand for larger lots, so that the prospects for the nursery business remain excellent.

This movement to the suburbs is now accentuating the need for urban renewal. Because city land is too valuable to allow slums to exist, there will likely be considerable up-grading of slum real estate, with landscaping playing an important part. It is to be hoped that in this country's crowded cities there will be imitation of efforts in north European cities where space is at a premium yet slums are rare, and flowers and plants are grown on almost every available square foot of soil.

Water Sites Sought

Another phenomenon of growth, not directly pointed out by the census, but representing an important fact where growth is heavy, is in water-front properties. The tremendous interest in boating and other water sports has been accompanied by an equally great urge to build homes along the water for year-round living. This trend seems to apply to all water locations, be they on ocean, bay, river, inlet or lake. As these locations are limited, there will be efforts to make available for use many types of property, some of which will be challenging to the nurseryman and landscape designer. Swamps which have been filled in and sandy dune areas will offer conditions out of the ordinary.

I visited a resort area recently and noted that in what once was consid-

ered the poor section, the little run-down cottages were being torn down and replaced with luxurious motels. As we can no longer afford slums in cities, neither can we afford them along the water.

The nation-wide population trends have been pronounced, too. In the east the areas of greatest growth have been in the middle Atlantic states and Florida. I have mentioned in this column before that the area between Philadelphia, Pa., and Richmond, Va., is fast becoming the most important gardening and horticultural area, now rivaling the Boston-New York area. This fact will have a considerable effect on horticulture and its literature.

Two other areas that have shown great population increases are the gulf coast states and the Pacific coast states. Both of these have an interesting horticulture of their own that is well established.

Perhaps the most surprising popu-

lation gain is in the mountainous west. Some of this increase shows up strongly because of the previous sparseness, but this is only part of the answer. The area between the Rockies and the Sierras is an individual type. In the other areas mentioned, the population growth is toward water and toward the south (warmer climates), while in the mountains the climate is cooler and drier.

Western Gains

Some of the increase in southern Arizona and New Mexico results from the warmer climate, but this is not true farther north. This western development is increasing interest in the different types of plants grown there, the different types of suitable planting and such increase in experimentation as the enlarged market will allow.

While population trends cannot tell exactly where we are headed in the sixties, they must be heeded for the best development of the nursery business.

TREE FARM, a retail nursery specializing in deciduous trees and evergreen shrubs, was opened recently by Harold Semrow at 270 Wolcott road, Wolcott, Conn.

PINE CHRISTMAS TREES

Scotch Austrian Red
Pine Boughs

Pool truckloads to many areas.
Full truckloads anywhere.

WE GROW WHAT WE SELL.

GATEWOOD TREE FARMS

L. C. Gatewood Betty Gatewood
Leavenworth, Kan. Hart, Mich.

1960-61 SPECIALTIES

Clematis
Garden Mums
Ground Covers

To stay abreast of the best varieties offered in these ever-popular, profit-making items, make sure you are on our mailing list.

GUNNINGHAM GARDENS, INC.
Waldron, Ind.

Seedlings and Transplants

NEWPORT NURSERY CO.

Newport, Mich.

SMALL FRUIT PLANTS and VEGETABLE ROOTS

We grow for the whole-sale trade only.

KRIEGER'S WHOLESALE NURSERY
Bridgman, Mich.

Willo'Dell Nursery Surplus

5000 Euonymus vegetus
1-gal., 15 ins., 90c each
5000 Euonymus coloratus
1-gal., 18 ins., 90c each
3000 Euonymus patens
1-gal., 15 ins., 90c each

Stop and See These Plants

D. D. Quinn

Willo'Dell Nursery
State Rts. 42 and 603, Ashland, Ohio
Phone: 21508

Scarff's Nursery

FRUITS
ORNAMENTALS
LINING-OUT STOCK

Send for Complete Trade List.
NEW CARLISLE, O.



NEW
low cost
moisture
provision for
nursery
stock

RUTEX*

* GIVES COMPLETE PROTECTION

* ELIMINATES NEED FOR PACKING MATERIAL

Roses, perennials, evergreens, shrubs, fruit or shade trees . . . you name it. If you want more protection for your nursery stock at a lower cost than you've ever had before, you'll want to examine RUTEX, a sprayable composition designed specifically for the Nursery Trade.

One spray application of RUTEX and just a few waterings, will easily protect the roots and stems of your stock over an entire storage season. Through more effective moisture control, the RUTEX method drastically cuts maintenance costs and eliminates the need for moss, shingletow, peat and other costly water absorbent packing materials.

During several years of field testing, evaluations by nurserymen throughout the country continue to prove the worth of this new chemical composition.

How About Cost?

We figure the average price of RUTEX Treatment per plant ranges from $\frac{1}{4}$ - $\frac{1}{2}$ cent, depending on size. But here are some vivid examples:

One grower in New York reports that 500 rosebushes were treated with just one gallon of RUTEX at a cost of \$.60 per hundred.

Another nurseryman in Michigan treated 100,000

seedlings with only five gallons of RUTEX at an average cost of 15 cents per thousand seedlings.

Other nurserymen continue to report that stock treated with RUTEX breaks more buds after storage than plants treated with conventional packing material. They also cite a substantial reduction in mold losses.

Unlike other wetting agents, RUTEX forms an invisible sponge-like film that supplies complete moisture coverage over the entire surface of a plant. Experience has shown that RUTEX takes water faster and retains it longer.

Think of the advantages of using clear-film RUTEX for all kinds of bare root shipping. For mail order and express packages all you do is spray roots or the entire plant with RUTEX, wrap in wax paper and the job is complete. And for wholesale truckload transportation, the job is even easier. RUTEX saves weight, cuts down bulk, gives more space for bigger payload and leaves you plenty of time for other chores.

Make sure you've got an ample supply of RUTEX before the storage season begins. For a no charge sample and further information, simply complete the coupon below and mail.



U.B.S. CHEMICAL CO.

A Division of

A. E. STALFY Manufacturing Co.

491 MAIN STREET

CAMBRIDGE 42, MASSACHUSETTS

U.B.S. CHEMICAL COMPANY, 491 MAIN STREET, CAMBRIDGE 42, MASS.

☐ Please send sample

☐ Please send further information

NAME

COMPANY

STREET

CITY STATE

QUALITY SEEDLINGS FOR THE NURSERY OR CHRISTMAS TREE PLANTATION Fall, 1960 — Spring, 1961

	50 or more per 100	500 or more per 1000	5000 or more per 1000
Taxus cuspidata capitata (Upright Yew), seed grown (3-0), 4 to 8 ins.	\$9.00	\$75.00	\$65.00
Colorado Blue Spruce (3-0), 3 to 6 ins.	6.00	24.00	22.00
(3-0), 6 to 10 ins.	7.50	32.00	30.00
White Spruce (3-0), 5 to 10 ins.	7.00	30.00	28.00
Black Hills Spruce (3-0), 3 to 6 ins.	6.00	24.00	22.00
(3-0), 6 to 10 ins.	7.00	30.00	28.00
Norway Spruce (3-0), 3 to 6 ins.	6.00	24.00	22.00
(3-0), 6 to 10 ins.	7.00	30.00	28.00
Scotch Pine, Auvergne (3-0), 10 to 16 ins.	6.00	26.00	22.00
(3-0), 6 to 16 ins.	6.00	23.00	19.00
(3-0), 6 to 10 ins.	6.00	20.00	16.00
Douglas Fir (3-0), 8 to 12 ins.	8.00	35.00	32.50
(3-0), 4 to 12 ins.	7.00	30.00	27.50
(3-0), 4 to 8 ins.	6.00	27.50	25.00

5% for cash with any fall order.

Please ask for illustrated list giving more detailed information and prices on larger quantities.

CHRISTMAS TREES

We invite you to see the Scotch Pines growing on our farms, to be selected and shipped this year. Sheared, shaped, conditioned and will be well-handled for profitable sale on your lot.
See them soon. Be assured you will have quality stock when you want it.

MATTHEWS NURSERY

Harbor Springs, Mich.
Telephones: 123 or 732

PERENNIALS—HARDY PLANTS

The trend to Moss Phlox is increasing every year. Prospects are favorable for 300,000 Phlox Subulata (Moss Phlox), field-grown clumps, for late fall and spring.

200,000 Hardy Phlox Decussata, 60 varieties to choose from.

250,000 Hardy Chrysanthemums (undivided clumps). Popular varieties.

50,000 Iberis Sempervirens.

100,000 Oriental Poppy (scarlet).

A good supply of other good-selling perennials such as Delphinium, Carnation, Shasta Daisy, Columbine, Veronica, Gaillardia, Hollyhock, Painted Daisy, Coreopsis, Foxglove, Canterbury Bell and others.

Let us quote on your requirements.

We ship only well-developed plants with good roots.

WALTERS GARDENS

Dennis Walters, Prop.

Phone: PR 2-2967

Rt. 2, Zeeland, Mich.

MISSISSIPPI MEETING

[Continued from page 18]

house crops and container stock production, according to the authors, but it has not been used successfully for soil treatment in the field.

Chemical treatments have been successful for nematode control, both in the field and for greenhouse and container stock use. Some chemicals are used only as preplanting eradicants, while other, newer formulations have been found useful also as drenches around living plants.

Among the mostly widely used nematocides are the following: Telone, Dowfume W-85, Dowfume MC-2, Vapam D-D and chloropicrin, used as preplanting eradicants. VC-13, Nemagon and M-525 are materials used both as preplanting eradicants and as drenches around living plants.

Many nursery plants tolerate water temperatures high enough to kill the root-knot parasite, and this method has been used successfully in some specific cases to insure against nematode infestation on important plant materials, Dr. Graves stated.

Because plant species vary considerably in their response to hot-water treatments, he said, specific information concerning the technique, temperature and length of treatment should be obtained by contacting one of the authors. Plant nutrition, fallowing and crop rotation are cultural techniques followed in nematode control, he commented.

Highway Planting

Mississippi growers can provide needed technical experience in the development of roadsides along the approximately 675 miles of interstate highways being built in the state, according to Arthur Holmes, Jackson.

Contract projects will be kept low in total price (less than \$25,000) to allow individuals to bid without contractor board regulations, he said. Bidders will require bonding.

Sections totaling 275 miles are in some stage of construction at present. As paving projects are completed, the roadside development projects will be let, including the planting of seedlings, shrubs and trees. Planting will be designed on a functional basis to reduce erosion and total mowing area and to provide more beautiful roadsides.

W. C. Gordon, Mississippi State University, discussed major research now under way in the United States in the container production of nursery stock. This research includes studies on fertilization, medium or soil substitute for growing plants, irrigation, containers, suitable plants

for container production, planting and transplanting methods, packaging and marketing, production cost and winter protection.

Studies of Growing Media

At Mississippi State University, work in recent years has placed primary emphasis on media and fertilization, he said. Suitable growing media studied included peat, perlite, sphagnum, Styrofoam, tung hulls and tung moss, he said, with results indicating that a high percentage of soil in the mixture is necessary for good growth when any of these media are used. Fertilization, he noted, should be more frequent when using these lightweight media for better plant growth.

Charles Bush, Florida state plant board, showed the growers a film of the grades and standards program sponsored by his board. Much interest was shown in the program by the Mississippi nurserymen. Mr. Bush said that the film is available to interested groups at no cost.

"Stop Hiding from Success" was the title of a speech by A. P. Miller, A. P. Miller Florist & Nursery, Columbus, who urged the nurserymen and garden center operators to use showmanship in their business, to work at being friendly with their customers and to exchange merchandising ideas with other retailers.

Jay Thomas, State College, Miss., represented the consumer in his talk, entitled "Mr. John Q's Views." He suggested to the group that nurseries should prepare detailed, specific and written instructions on correct methods of planting, fertilizing, mulching, watering, cultivating and pruning the plants they sell.

Suggests Landscape Service

He also recommended that nurserymen provide the homeowner with the service of planning a comprehensive and adequate landscape design, selling him a part of it at one time so that the cost is spread over a longer period.

Speaking at the M. F. N. A. business meeting, Ray Bass, Bass Pecan Co., Lumberton, the retiring association president, stated that the florists' and nursery business is expanding so rapidly in the state that florists and nurserymen are finding it difficult to fill the demand for their products and services at present.

After the election of officers as given earlier in this report, chapter 32 of the American Association of Nurserymen elected Robert Callaway, Callaway's Yard & Garden Center, Jackson, president, and R. G. Miller, A. P. Miller Nursery, Columbus, secretary.

FIELD-GROWN TRANSPLANTED LINERS

Fall, 1960 — Spring, 1961

	50 or more per 100	500 or more per 1000	5000 or more per 1000
Taxus cuspidata capitata (Upright Yew), seed grown			
X, 8 to 12 ins.	\$30.00	\$225.00	\$210.00
X, 6 to 8 ins.	22.50	165.00	150.00
Taxus, 3-yr., T.			
Media hicksi, 10 to 12 ins.	45.00	400.00
Media hatfieldi, 10 to 12 ins.	45.00	400.00
Media browni, 6 to 8 ins.	45.00	400.00
Densiformis, 6 to 8 ins.	45.00	400.00
Colorado Blue Spruce			
XX, 10 to 15 ins.	65.00	600.00
X, 8 to 12 ins.	18.00	135.00	125.00
X, 6 to 8 ins.	12.00	90.00	85.00
(3-1), 6 to 12 ins.	10.00	65.00	60.00
Black Hills Spruce			
(3-1), 5 to 10 ins.	10.00	60.00
Norway Spruce			
X, 8 to 12 ins.	12.00	90.00	85.00
(3-1), 6 to 12 ins.	10.00	65.00	60.00
Understock, 1/2-cal. and up	12.00	75.00
Ponderosa Pine			
X, 12 to 15 ins.	10.00	60.00
X, 8 to 12 ins.	8.00	45.00	40.00
Austrian Pine			
X, 10 to 15 ins.	10.00	55.00
X, 6 to 10 ins.	8.00	40.00	39.00
White Pine			
XX, 12 to 15 ins.	35.00
Norway Pine			
XX, 15 to 18 ins.	40.00
XX, 12 to 15 ins.	30.00
Riga Scotch Pine (Poland)			
XX, 15 to 18 ins.	40.00
XX, 12 to 15 ins.	30.00
Scotch Pine, Auvergne			
XX, 15 to 18 ins.	40.00
XX, 12 to 15 ins.	30.00
(2-1), 3 to 6 ins.	8.00	32.00	28.00
Douglas Fir (Taxifolia glauca)			
XX, 12 to 15 ins.	22.50	175.00
(2-1), 5 to 10 ins.	8.00	35.00	32.50

5% for cash with any fall order.

Please ask for illustrated list giving more detailed information and prices on larger quantities.

MATTHEWS NURSERY

Harbor Springs, Mich.

Telephones: 123 or 732

Cole's Nationally Advertised

SUNBURST
* Plant Pat. No. 1313

brings your business

MORE SALES... MORE PROFITS

Your customers are reading about SUNBURST in the magazines above. Make sure of your share of the business created by this sales-producing campaign. Order your supply now. Get complete information on all sizes and prices of fast-selling SUNBURST in our Trade List of 360 varieties of high quality nursery stock from Ohio's Largest Wholesale Nursery.

THE COLE NURSERY Co., Painesville, Ohio



DO YOUR CHRISTMAS SHOPPING EARLY AT DUGAN'S

Norway, Black Hills and White Spruce up to 5 ft. tall, sheared and sprayed.

DUGAN NURSERIES, INC.

Center St.

Perry, Ohio

Visit us just eight miles east of Painesville
south, off U. S. Rt. 20

THE MEAD NURSERY

Rt. 3, Box 213

Oconomowoc, Wis.

Wholesale Growers
of Landscape Stock

French Lilacs
Flowering Crab Apples
Honey Locusts
Maples -- Willows
Euonymus Fortunei
Pfitzer Junipers

Write for List

**Specimen Landscape
Materials**
Our Specialty ...

TAXUS



W. A. NATORP CO.

4400 READING ROAD
CINCINNATI 29, OHIO

Visit our nurseries when in Cincinnati



ARMINTROUT'S EVERGREEN NURSERY
ALLEGAN, MICH.

Seedlings—Transplants
Finished Stock
Send for price list.

OBITUARY

Fred Edmunds, Sr.

Fred Edmunds, Sr., Fred Edmunds Rose Nursery, Wilsonville, Ore., former curator of the International Rose Test Gardens, Portland, Ore., died at Portland July 6 at the age of 89. Recipient of the large gold medal of the Massachusetts Horticultural Society, Mr. Edmunds had also received the gold medal of the American Rose Society and the Johnny Appleseed award of the Men's Garden Clubs of America.

He was born at London, England, and gained early trade experience at the nursery of Frank Cant Co., one of Great Britain's leading rose firms, before coming to the United States in 1890.

He was named curator of the rose test gardens in 1934, a position he held until his retirement in 1950, when he became curator emeritus and consultant. He served in the latter capacity for five years before starting operations of the Fred Edmunds Rose Nursery with his son, Fred, Jr.

During his 37 years at Portland he contributed to rose literature through numerous writings for local and national publications. Among the many horticultural associations in which Mr. Edmunds held membership were the American Rose Society, the National Rose Society of Great Britain and the Oregon Association of Nurserymen. Survivors, in addition to his son, include his widow, Elizabeth Mary, and a daughter, Mrs. Elizabeth Brown.

Jac Bulk

Jac Bulk, who with his son, David, had conducted Bulk's Nurseries, Inc., Babylon, L. I., N. Y., died July 13, at the age of 67. Born in Holland, he became a partner in the firm of Bulk & Co., nurserymen and exporters at Boskoop, at the age of 19. In the fall of 1919 he left the Holland firm and came to the United States, where, in 1920, he started a nursery and landscape business at Bay Shore, L. I., moving to his present location in 1926. On Merrick road, one of Long Island's major highways, the firm's office is in an authentic windmill structure that is a landmark. Evergreens are a specialty among the ornamentals grown on the 60-acre nursery.

Mr. Bulk was active in nursery organization work, having been president of the Long Island Nurserymen's Association in 1935 and presi-

SHRUB and EVERGREEN LINERS

	Each
Blue Hetz Juniper, 6 to 10 ins.	\$.05
Pfitzer Juniper, 6 to 10 ins.	.06
Savin Juniper, 6 to 10 ins.	.06
Von Ehron Juniper, 6 to 10 ins.	.06
Euonymus coloratus, 8 to 10 ins.	.04
Pyracantha Kasan, heavy berries and hardier than lalandi, 6 to 8 ins.	.05
Pyracantha lalandi, 6 to 8 ins.	.05
Pyracantha pauciflora, dense foliage and shiny leaves, 6 to 8 ins.	.05
Less than 300, total order, 2c more per plant. Less than 50 of any item, 4c more per plant. For parcel post send 10% of amount of order. We will refund any difference of \$1.00 or more.	

McININCH GREENHOUSES

St. Joseph, Mo.

Bentley's

HARDY PLANTS

QUALITY—SERVICE
Perennials a Specialty.
2559 Mentor Ave. MENTOR, O.

Finest Quality

PERENNIALS and SHRUBS

Write for complete trade list.

KINGWOOD NURSERIES
MENTOR, O.

WANTED

Surplus nursery stock. Liners or finished stock. Let us help you turn your surplus into cash.

We can market up to solid truck lots of single or assorted items. Lesser quantities also of interest.

Send complete list and prices.

GROWERS EXCHANGE, INC.
Farmington, Mich.

EUONYMUS KEWENSIS

(Miniature Euonymus)

Lovely, small proportioned, dark green creeper.

Each 35c Each 30c
Per 10 Per 100

2 1/4-in. peat pots 35c 30c

GILSON GARDENS

Perry, Ohio

PEACOCK NURSERIES

EVERGREENS
SHADE TREES

Wholesale Growers

Write for price list.

721 S. Cleveland-Massillon Rd., Akron, O.

**America's Finest
ROSES • BULBS • PLANTS
and SHRUBS**

WRITE FOR LIST MENTOR, OHIO

Wayside Gardens

dent of the New York State Nurserymen's Association in 1949 and 1950 after serving two years as vice-president. David Bulk, his son, who joined the business subsequent to marine service in World War II and became a partner and general manager, has also served the Long Island Nurserymen's Association as president, as well as secretary.

Frank Bertschler, Jr.

Frank Bertschler, Jr., who in the past had been associated with his father in the Bertschler Nurseries, Beaumont, Tex.; and other firms in Texas and the east, died June 24 in Veterans' hospital, Houston, Tex., from injuries received in 1957 while serving with the U. S. Army in Germany. He had previously served four years in the Navy during the Korean war. He had also supervised tree maintenance work at several naval stations. In 1957 he enlisted in the Army and requested service in Germany, with the hope of tracing family forebears in Austria. His parents, three sisters and a step-brother survive him.

John Sabo

John Sabo, 59, owner and manager of John's Nursery, Toledo, O., for the past 21 years, died at his home May 17. The business will be discontinued, according to the widow, Esther. A son, John G., who has worked at the nursery for the past 10 years, and a daughter, Joanne Angell, survive in addition to the widow.

George R. Banks

George R. Banks, 48, owner of Banks' Nursery, Bogalusa, La., died June 23 at the Veterans' hospital at New Orleans, La. He had been ill for a long time and underwent surgery six months ago. Mr. Banks is survived by his widow, Vivian; a son, George, and several brothers and sisters.

Jack Faltz

Jack Faltz, who owned and operated Faltz' Tropical Nurseries, Inc., Sarasota, Fla., died in Montgomery hospital, at Norristown, Pa., June 20, at the age of 56. Surviving are his widow, Myrtle; two sons, John and James; a daughter, Joyce; four brothers, and a sister.

HILLSIDE NURSERY was recently opened at Redmond, Wash., by Mary and Arnold Landon after purchase of the stock of a Juanita, Wash., nursery. The owners were formerly in the nursery business at Butte, Mont.

PEONIES

Standard 3 to 5-eye divisions. Shipments begin mid-September.

	Per 10	Per 100
Avalanche. Late midseason, blush-white	\$ 4.50	\$40.00
Baroness Schroeder. Flesh-pink, late midseason	6.50	60.00
Benjamin Franklin. Dark crimson, midseason	4.50	40.00
Duchesse de Nemours. Early, white	4.50	40.00
Edulis Superba. Very early, clear deep pink	3.20	28.00
Felix Crousse. Rosy-red, late midseason	4.00	35.00
Festiva Maxima. White, crimson flecks, midseason	4.50	40.00
Fontenelle. Dark red, midseason	4.50	40.00
Frances Willard. Late midseason, pale pink to white	5.00	45.00
Karl Rosefield. Midseason, bright crimson	4.50	40.00
Lady Alexandra Duff. Light blush-pink, midseason	4.50	40.00
Le Cygne. Early, white tinged ivory	17.50
Longfellow. Midseason, bright crimson	6.50	60.00
Mme. de Verneville. White flecked crimson, early	4.00	35.00
Mme. Emile Galle. Light rose-pink, late	5.00	45.00
Mme. Jules Calot. Old-rose pink, early	4.00	35.00
Mme. Jules Dessert. Creamy-white, late midseason	5.00	45.00
Mary Brand. Dark crimson, midseason	5.50	50.00
Mons. Jules Elie. Light rose-pink, early	4.00	35.00
Octavie Demay. Early, rose-pink, darker center	4.50	40.00
Philippe Rivoire. Early, very dark crimson	10.00
Reine Hortense. Midseason, rose-pink	4.00	35.00
Sarah Bernhardt. Light rose rose-pink, late	4.50	40.00
Tourangelle. Pale cream-white, late	5.00	45.00

PEONIES BY COLOR

Red, unnamed	3.00	25.00
Pink, unnamed	3.00	25.00
White, unnamed	3.50	30.00

THE WILLIS NURSERY CO.

"Your Wholesale Nurserymen"
Ottawa, Kan.

ORNAMENTALS TREES SHRUBS EVERGREENS

Wholesale growers of a
general assortment for
the best landscape plantings.

BRYANT'S NURSERIES
Princeton, Illinois

DUGAN'S CHOICE NURSERY-GROWN PLANTS!

See page 73, February 15, 1960, issue
of American Nurseryman, for complete
list or write.

DUGAN NURSERIES, INC.
Center St. Perry, Ohio



Wholesale growers of the best
Ornamental Evergreens
Deciduous Trees
Shrubs and Roses

Write for our current trade list.
The Kallay Brothers Co.
1251 Madison Ave. PAINESVILLE, O.

Growers of Heavy Landscape Material Shrubs

Evergreens
Shade Trees

Write for List

BORK NURSERY

Onarga, Ill.
Phone: AM 8-7267

VICARY PRIVET

Lovely golden-leaved variety. Extremely adapt-
able for a striking border. Retains full golden
color from spring to fall. Beautiful for rose bed
border. Should have full sun.

	Per 10	Per 100	Per 1000
Liners in 5-in. pots	\$2.00	\$18.00	\$150.00
Rooted cuttings, 100, \$10.00; 1000, \$80.00.			

BEARDSLEE NURSERY PERRY, O.

"TREES THAT PLEASE"

Evergreens Seedlings
Shade Trees Shrubs

Write for price list.

PLUMFIELD NURSERIES

Box 471 Fremont, Neb.

Illinois Sessions on Production, Landscaping

Held simultaneously the afternoon of June 22, a session on nursery production and one on landscaping were the final events on the program of the short course for Illinois nurserymen at the University of Illinois, Urbana, earlier sessions of which were reported in the July 15 issue of this magazine.

Henry Lohse, Dixon, president of the Illinois State Nurserymen's Association, presided at the nursery production session and introduced the various speakers.

The first speaker was Prof. J. R. Kamp, University of Illinois floriculture department, who reviewed the current plant propagation picture. He noted that 20 years ago pineapple growers discovered they could root pineapple only above the cloud line on a certain island in the Pacific.

Botanists who noted this reaction theorized that it was due to the constant mist that prevailed in the location. They attempted to investigate the phenomenon but failed, because at that time there were no nozzles suitable for providing a constant mist. Later, such nozzles were developed, and almost overnight mist became a highly important propagation tool.

Mist Brings Changes

The professor noted that the adoption of mist propagation forced many standard plant propagation practices to be abandoned. No shading was needed under mist—full sunlight was utilized winter and summer. The temperature of the propagating bed had to be raised, since the mist and the associated evaporation lowers the bed temperature 15 to 20 degrees.

The water soluble auxins needed for rooting are leached away by mist; so stronger root hormones became essential. The time of year when cuttings were taken was changed, and during the winter heat and light had to be artificially raised.

The effects of photoperiod were discussed at some length. Professor Kamp noted that years ago botanists divided plants into two groups on the basis of their flowering habits—long-day and short-day plants.

Since the horticulturists have been manipulating the day lengths, they have found that the rooting of certain plants is also affected by long or short days. This phenomenon is

usually entirely separated from the effect of day length on flowering. The various species and varieties of taxus all respond to short days for rooting.

The pH of the rooting medium is important. In general, according to Professor Kamp, neutral or slightly alkaline pH values are advisable. It was found that short photoperiods are most effective on rooting when the cuttings are stuck in a neutral or alkaline medium. Under acid pH conditions the photoperiod had little effect.

Internal Factors Involved

There are a number of internal factors affecting plants and their rooting differences, said Professor Kamp. Apparently there are materials in plants that act as anti-auxins. When research workers soaked difficult-to-root grape varieties in water and then soaked easy-to-root plants in this leachate, the easily rooted materials became difficult to root. Thus

they were able to demonstrate that anti-auxins are water soluble.

Dr. Kamp noted, however, that this did not hold true for certain hibiscus varieties. Using paper chromatography, the scientists have been able to isolate the various soluble components. When these components of hibiscus were redissolved they had no effect on the rooting of the plants.

When auxins were added, however, they became effective in stimulating rooting. These are then called auxin activators or cofactors. Easy-rooting plant materials have several auxin activators, while the difficult-to-root materials probably contain only one, or a very few, such activators.

It can thus be seen that many new ideas and much new information have developed since the advent of mist propagation.

President Lohse then introduced Dr. Donald Schoeneweiss, assistant plant pathologist at the Illinois Natural History Survey. Dr. Schoeneweiss noted that since the advent of Dutch elm disease, many other trees are being used in place of the American elm. As a result, many more diseases are now important. Using colored slides, the doctor discussed

TAXUS — WILL TRAVEL

They are here!

You call — they will satisfy. Full-bodied, shapely, well-trimmed plants. 10 varieties—12 to 48 ins. Thousands here for your inspection. Better look them over before placing your fall order.

Please write for catalog.

Not in beetle zone.

You may find cheaper but not better.

CRAWFORD NURSERY, INC.

Rt. 4

Bucyrus, Ohio

NEPCO LAKE NURSERY

TOP QUALITY NORTHERN GROWN EVERGREENS



- seedlings
- transplants
- lining-out stock

WRITE FOR CURRENT PRICE LIST

NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WIS. • PHONE TUXEDO 7-3250

some of these troublesome diseases.

Cedar-apple rust, he stated, was common this year. Recent work at the Illinois Natural History Survey has shown that spore formation on junipers can be prevented by applying 50 parts per million of Actidione, thus preventing the spread to susceptible hosts such as apple, hawthorn, crab apple and quince. Heimlick and Turner, of the Illinois Natural History Survey, published a list of susceptible junipers, a copy of which may be obtained by writing to them at Urbana, Ill.

Anthracnose Heavy

Sycamore anthracnose has been heavy in 1960, according to Dr. Schoeneweiss. Experimental applications of one and one-half pounds of Coromerc to 100 gallons of water applied as the buds break have given almost perfect control.

Dr. Schoeneweiss then commented on his research work on iron chlorosis of oaks. He noted that the addition of iron does not always cause an attributable change in the chlorotic condition. It seems, therefore, that other minerals such as zinc, manganese, calcium and phosphorus may also be involved. Experimental seedlings are being grown in the greenhouse with varying pH and

QUALITY STOCK FOR FALL, 1960, and SPRING, 1961, SHIPMENT

	Per 100	Per 1000
European Mountain Ash		
1-yr., 6 to 9 ins.	\$ 6.00	\$ 50.00
1-yr., 9 to 12 ins.	8.00	70.00
1-yr., 12 to 15 ins.	10.00	85.00
Viburnum lantana		
2-yr., 6 to 12 ins.	7.00	60.00
Red-Leaved Barberry		
1-yr., 6 to 9 ins.	5.00	45.00
2-yr., 6 to 10 ins.	8.00	65.00
2-yr., 12 to 15 ins.	10.00	85.00
3-yr., 15 to 20 ins.	15.00	125.00
Green-Leaved Barberry		
1-yr., 6 to 9 ins.	5.00	40.00
2-yr., 12 to 18 ins.	7.50	65.00
Viburnum opulus		
2-yr., 9 to 12 ins.	10.00	85.00
2-yr., 12 to 15 ins.	15.00	120.00
Malus, grafts		
Jay Darling	25.00	200.00
Purpurea	25.00	200.00
Red Silver	25.00	200.00
Lemoine	25.00	200.00

Also landscape stock such as: Evergreens, flowering shrubs, shade trees, Cotoneaster apiculata, etc. Prices on request.

CARLETON NURSERY CO.
11529 Jones Rd. Carleton, Mich.



Hardy Northern-Grown Stock at WHOLESALE

JEWELL NURSERIES, Inc.

Write for Price List.

Box 457, LAKE CITY, MINN.

mineral concentrations in an attempt to clarify the situation.

The heavy growth of botrytis mold on rosebushes stored in cold rooms during the winter was discussed. Dr. Schoeneweiss has been trying a number of fungicides in the cold-storage rooms, but none have proved effective in preventing the mold.

A number of fungicides are known to be effective against botrytis; therefore Dr. Schoeneweiss thinks the fungicide may have to be applied in the field prior to moving the roses into cold storage.

A leaf spot disease of alpine currant is being investigated in northern Illinois. The disease causes defoliation by mid-July, and a preventive treatment is needed to keep the foliage of this popular ornamental clean and attractive. A satisfactory control measure for leaf blotch of horse chestnut and buckeye is being actively sought. Presently recommended controls seem to be out of date.

Entomosporium blight of Paul's Scarlet hawthorn has been serious. Recent reports indicate that three to five ppm of Acti-dione in mid-July will give good control of this disease.

Oak Growth Experiments

Dr. Schoeneweiss concluded his discussion with a report on some of his experiences in attempting to keep oaks growing during the winter. He has had success using an anhydrous paste of lanolin containing gibberellic acid, but the treatment caused an elongated shoot growth. Possibly the best treatment consists of applying glycerol either with or without gibberellic acid.

Dr. Donald L. Schuder, associate professor of entomology, Purdue University, Lafayette, Ind., was introduced next. Professor Schuder discussed the insects that the nurserymen of Illinois should expect to be a problem in 1960 and in future years. The discussion was illustrated with colored slides.

The Zimmerman pine moth, according to Dr. Schuder, is an increasingly important pest of pines

FALL, 1960

EVERGREENS
FRUIT TREES

SHRUBS
SMALL FRUITS

SHADE AND ORNAMENTAL TREES

C. M. HOBBS & SONS, INC.

Bridgeport 31, Ind.

Phones: Indianapolis, CHapel 4-1812 — TERRace 9-4952

350 Acres Established 1875

PIN OAK SEEDLINGS

Delivery Spring, 1961

	Per 100	Per 1000
6 to 12 ins.	\$ 6.00	\$ 55.00
12 to 18 ins.	8.00	75.00
18 to 24 ins.	12.00	100.00
2 to 3 ft.	17.00	140.00
3 to 4 ft.	22.00	190.00
4 to 5 ft.	30.00	250.00
*4 to 5 ft.	75.00
*5 to 6 ft.	100.00
*6 to 8 ft.	150.00

*Well-branched, straight, good for cash sales.

LEAVENWORTH NURSERIES

L. C. Gatewood Betty Gatewood
12th and Vilas Leavenworth, Kan.



CHRISTMAS TREES

Now booking orders for fall delivery. You are invited to visit our plantations to select your stock.

VANS PINES

West Olive, Mich.

Peach

Hydrangea P. G.

Hydrangea P. G. (Tree Form)

Ornamental Trees

Grapevines, 1-yr. and 2-yr.

Thorne Brewster

WILLOWBEND NURSERY

PERRY, O.

OHIO'S LAKE COUNTY

One of the world's greatest nursery centers. Best soil for extensive roots. Lake Erie tempered for vigor.

Send for free membership list and map.

Names, locations and types of plants grown by over 100 members representing 4,000 acres of the very finest nursery stock. Write to:

THE LAKE COUNTY

NURSERYMEN'S ASSN.

Box 49, MENTOR, OHIO

Roses, Shrubs, Trees, Vines, Azaleas, Hollies, Rhododendrons, Evergreens, Fruit Trees, Perennials, Liners — Finished Stock — All Sizes.

COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade
Trees, Roses and Lining-out Stock.

Write for complete list.

ONARGA NURSERY CO.

ONARGA, ILL.

PYRACANTHA COCCINEA LALANDI

Commonly known as Firethorn. Our stock is grown from heavily fruiting stocks. Shrubs carry huge clusters of holly-like berries all winter. One of the most desirable foundation shrubs in the trade.

Liners, peat pots, \$25.00 per 100; \$225.00 per 1000.

BEARDSLEE NURSERY Perry, O.

Northern-Grown Liners
Christmas Tree Seedlings
Potted Evergreens

Send for price list.

JOHN G. ZELEKA EVERGREEN NURSERY

Rt. 2, Grand Haven, Mich.

in the midwest. The insect first attacks the terminal growth in mid-June, tunneling in the pith area. Later, the insect moves into the whorl region, where the larvae burrow in and around the branches, girdling the top whorl. The insect is attracted to wounds and frequently reinfests areas previously injured.

Damage may be prevented by pruning out and burning infested plants and plant parts. A spray formation of four pounds of 50 per cent DDT wettable powder or one gallon of 25 per cent emulsion to 100 gallons of water should be applied in mid-August, when peak adult emergence occurs.

The European pine-shoot moth is gradually moving westward and will soon be invading Illinois in large numbers. The larvae of this insect attack the buds of all of the commonly grown species of pine. When the infestation becomes severe, the plant can make no new growth and becomes dwarfed and misshapen.

Control consists of pruning and burning prior to mid-June, when the adults emerge, and spraying about June 20 with DDT at the same rate mentioned for Zimmerman pine moth. A second spray is needed in 10 days to give nearly perfect control.

Sawfly Moving West

The European pine sawfly is another unwelcome visitor from Europe that is marching westward. This insect feeds in colonies prior to the development of new growth. Heavy infestations strip the plant, and it assumes a "mule-tailed" appearance.

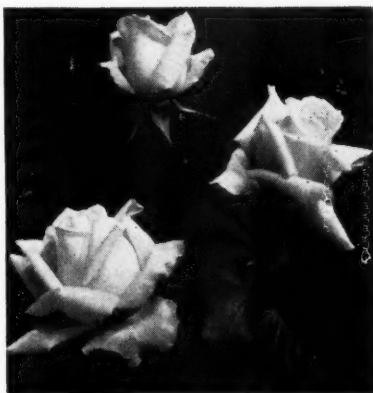
The insect emerges as an adult in mid-September, the females laying eggs in the needles of the pine tree. The oviposition sites become discolored, and the half-moon-shaped areas can be used during the winter to predict the amount of infestation that will occur the following year.

Sawfly larvae can be killed by applying DDT or almost any other insecticide when they are feeding. A specific virus disease that is also available for the European pine sawfly, according to Dr. Schuder, is the most economical and effective method of combating the pest, since it has to be applied only once every few years.

Two species of leaf rollers have been causing serious damage to small nursery pines in Indiana. The small larvae web together the new growth of the pine in early May. They feed on the needles and the bark of the twigs. Some twigs break over and die, while others become fasciated and have to be pruned.

Dr. Schuder suggested that the

New and Coming Sure-Fire Roses



DRESDEN (Plant Patent No. 1857), retail \$3.50. One of the finest new roses of the world. Vigorous hybrid tea bush producing prize-winning quality blooms, 55 or more petals. Color is white with very light pink blush. In warm weather the bloom is often pure white. The dark green foliage is disease resistant. This variety has been tested and enthusiastically received in all parts of the country.

PUREGOLD (Plant Patent No. 1859), retail \$3.00. A rich yellow-colored hybrid tea with long pointed bud and color that never fades. Bloom repeats well. Very lustrous foliage.

BROCADE (Plant Patent No. 1856), retail \$3.00. A bicolor rose-pink and white hybrid tea. Tall-growing bush produces flowers almost as large as Peace. Flowers have firm texture and nice fragrance.

BINGO (Plant Patent No. 1392), retail \$2.50. A luminous deep red hybrid tea with grandiflora tendencies. Has been gaining in popularity each year since introduction. Rated 7.7 on list of high-rated red hybrid teas. Wonderful fragrance.

PINK FRAGRANCE (Plant Patent No. 1493), retail \$2.25. A deep pink hybrid tea with excellent bud form and very lustrous foliage. Delightful strong fragrance. Excellent repeat bloomer.

ASK YOUR GROWER OR WRITE:

THE MONROE NURSERY CO.

Box 665

Ilgenfritz Since 1847

Monroe, Mich.

LANDSCAPERS

Increase your Profits,
Cease your Woes!

Top-grade plant material insures success.

Taxus browni
Taxus cuspidata
Taxus hicksi
Taxus capitata
Taxus intermedia Sebian
Arborvitae, Pyramidal
Arborvitae, Dark Green
Leucothoe

Ilex hetzi
Ilex rotundifolia
Ilex convexa
Euonymus alatus compactus
Euonymus alatus
Hawthorn, Paul's Scarlet
Cornus kousa
Rhododendron

DUGAN NURSERIES, INC.

Center St.

Perry, Ohio

1 mile south of U. S. 20, 8 miles east of Painesville.

Moerheim Blue Spruce
Euonymus alatus
Euonymus vegetus

HOMAN'S NURSERY
River Road Tiffin, O.

For the finest in—

NURSERY-GROWN SEEDLINGS

Write—
Forrest Keeling
Nursery
Elsherry, Mo.
Hugh Stevenson, Prop.

MISSOURI
GROWN
IS HARDY ...



CARR'S 91st ANNIVERSARY

Wholesale

You Dig ——— Cash and Carry

SALE Evergreen Liners

Once in Our Lifetime
Once in Yours

COME—On your way home from the national convention in Cincinnati. Or any time the rest of the summer and fall season.

SEE—You must, to believe such buys!

CONQUER—Your want list problems in Taxus, Junipers, Arborvitae. Varieties, size, quantities too various to list.

DIG THIS—Your own future fortune in bed-run buys.

M. L. CARR'S SONS
Yellow Springs, Ohio

(on Rt. 68, 9 miles south of Springfield)

TAXUS, IN VARIETY

Landscape Sizes
and

Lining-out

VIBURNUM CARLESI

3 to 4-ft. specimens

ILEX ROTUNDIFOLIA

Heavy, sheared stock

Write for List

MITISKA NURSERY
Amherst, Ohio

THE JOSEPH F. MARTIN CO.

Growers of Fine Perennials and
Rare General Stock

Fall catalog available soon.

P. O. Box 189 Painesville, O.

infested plantings be sprayed in mid-April with TDE (Rhothane) at the rate of two quarts of 25 per cent emulsion to 100 gallons of water.

The professor noted that bagworms had hatched and were common on both deciduous and evergreen plants. Since the "worms" are easier to kill while they are small, it was recommended that they be sprayed with malathion, Toxaphene or lead arsenate as soon as they are discovered.

Black Vine Weevil

The black vine weevil is an increasingly common pest of yews, rhododendrons, blueberries and the like. The adults emerge the latter part of June but, since they are nocturnal in their habits, they are seldom seen. Dr. Schuder noted that the adults are easier to kill than the larvae; so the infested trees and shrubs should be sprayed with heptachlor, dieldrin, or chlordane. He urged that particular attention be given to the interior portion of the tree, where the adults climb to feed.

The spruce mite population is heavy in the midwest because of the warm, dry April. The ordinary 2-spotted mite or red spider was not expected to build up in large numbers as long as cool rainy weather persisted.

For the control of mites, the professor suggested that nurserymen choose any of four effective miticides—Kelthane, Tedion, Dimite and aramite. The latter material was mentioned last, because of the recent ruling of the food and drug administration indicating that it may be a cancer-producing material.

Lace bugs, according to Dr. Schuder, have been building up in Indiana and may be expected to do the same in Illinois. Lace bugs are found on many different hosts, including common shade trees such as oak, walnut and hackberry.

Lace bugs, so called because their transparent wings have a lacy pattern, suck the sap from the leaves, causing them to turn yellow. The undersurfaces of the leaves are covered with the black excrement spots of the insects. Malathion has been effective in controlling these pests.

The grape or taxus mealy bug has been causing considerable concern to Hoosier growers. Mealy bugs have piercing-sucking mouthparts and weaken the plants by sucking out the plant sap. They appear to be most troublesome on dense, closely sheared, specimen yews.

Dr. Schuder recommended that nurserymen apply malathion early in May before the newly hatched

DEETER & SONS NURSERY

R.R. 1, Box 174

Clayton, Ohio

Root Pruned and
Extra Good

Keteleeri Juniper, Armstrong Juniper, Columnaris Taxus, Pyramid Arborvitae, up to 6 ft. Many other varieties also.

1 1/2 miles west of Clayton on
Wenger Rd.

Phone: Englewood, TE 6-5202

LANDSCAPE MATERIAL

White-Flowering Dogwood, single or clump form, 6 to 12 ft., well-budded, all sizes.

Flowering Crab Apples, 6 to 7 ft., 7 to 8 ft., transplanted, B&B.

Austrian Pine, specimen, 4 to 5 ft. Medium grade, 3 to 8 ft., for highway bidding sales, etc.

Euonymus alatus, 4 to 5 ft. and 5 to 6 ft.

WADE & GATTON NURSERIES

Bellville, Ohio

Phone: Butler, TU 3-3191

NORTHERN-GROWN STOCK

Evergreen Liners

Ornamental Shrubs

Fruit Trees

French Lilacs

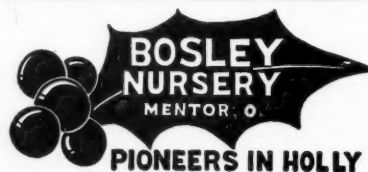
Shade and Ornamental Trees

Philadelphus Minnesota Snowflake
(Plant Patent No. 538).

Send for complete list.

J. V. BAILEY NURSERIES

1325 Bailey Rd. St. Paul 6, Minn.



TAXUS

Send for complete price list now ready.

EAGLE CREEK NURSERY CO.
New Augusta, Ind.

BEGINNING IN THE NURSERY BUSINESS

By John J. Pinney. 64 p. (1958). \$1.00.
American Nurseryman Chicago 4, Ill.

mealy bugs have a change to mature and lay eggs. If their presence is not discovered until after eggs have been laid, Ovotran should be combined with malathion to kill the eggs.

Malathion for Scales

Two species of lecanium scale insects were discussed. The taxus lecanium is a severe pest of yews, arborvitae and junipers. Dr. Schuder noted that the eggs of this species had just finished hatching (June 22) and advised the nurserymen to apply malathion sprays immediately.

He cautioned against using malathion on Canaert juniper, however, advising instead a new material called Ethion. The other lecanium discussed was the cottony maple scale, a severe pest of silver maple and some related species. The eggs of this scale should hatch almost immediately, Dr. Schuder said. Malathion sprays for the crawlers were suggested.

The euonymus scale is a serious pest on several species of euonymus, particularly the big-leaved winter-creeper. The insect is conspicuous because the white males congregate on the leaves. The females are gray in color and usually remain on the stems.

Control is difficult, because this insect has three generations each year. The first generation hatches in late May or early June and the second hatches in late July. The third generation usually occurs about mid-September.

Dr. Schuder suggested that malathion sprays be applied at the time the scale is hatching. For best results, he said, a second spray should be applied to the crawlers of each generation about 10 days after the first application.

A new scale insect that has no common name has been found infesting winged euonymus and its varieties in Indiana and Ohio. The scale has the scientific name of *Lepidosaphes yanagicola* Kuwana. In general appearance it resembles an oyster-shell scale but is much smaller.

The insects congregate on the stems between the corky wings and are often difficult to see, because they blend with the color of the plant. Large populations of this pest can easily kill the host. The phosphate insecticides are effective controls but should be applied the later part of June, since this scale hatches later than most covered scale insects.

Oyster-Shell Scales

The two races of oyster-shell scale were next given attention by the speaker. The gray race, commonly

TAXUS

Japanese Yew (*capitata*), from seed

(3-2-3), 10 to 18 ins., T., \$1.00 each

Twice Sheared—Good Color—Massive Roots

(3-0), 3-yr., S., 4 to 8 ins.

\$85.00 per 1000; \$10.00 per 100

(2-0), 2-yr., S., bed run, 2 to 6 ins.

\$60.00 per 1000; \$7.50 per 100

Also: Pine — Spruce — Fir

Exclusive bed-grown strain Scotch Pine

No Fall List — Prices F.O.B. Conneaut, Ohio

DENTON NURSERY

Rt. 1

Conneaut, Ohio

For Top-Quality

Northern-Grown

ROSES

In good assortment of patented and standard varieties.

BARE-ROOT

WRAPPED

POTTED

Write for your copy of our current list.

MENTOR

ROSE GROWERS, INC.

445 LITTLE MOUNTAIN RD.

MENTOR, OHIO

SILVER MAPLE SPECIAL

	Each
	Per 100
5 to 6 ft., 1/2 to 3/4-in. cal.	\$9.60
6 to 8 ft., 3/4 to 1-in. cal.89
8 to 10 ft., 1 1/4 to 1 1/2-in. cal.	1.25
10 to 12 ft., 1 1/2 to 2-in. cal.	1.75
12 to 14 ft., 2 to 2 1/2-in. cal.	2.25

10% off on 1000 rates. Straight TRUNKS, well-developed head. Also large B&B size in Pin Oaks, Tulip Trees, Norway Maples, White Birch and Honey Locust.

Write For Quotations.

SIMS FRUIT & NURSERY FARMS

Highway 79

Hannibal, Mo.

THE Moraine® Locust a proven profit-maker

Guaranteed seedless and thornless, the Moraine Locust is virtually complaint-free. Many nurserymen consider it their most profitable single plant.

ONE-YEAR TOP, 3-year ROOT,

Once Transplanted:

	10 to 49	50 to 249	250 or more
5 to 6 ft., whips ..	\$2.25	\$2.00	\$1.80
5 to 6 ft., br.	2.75	2.50	2.25
6 to 7 ft., whips ..	2.75	2.50	2.25
6 to 7 ft., br.	3.35	3.00	2.70
7 to 8 ft., whips ..	3.35	3.00	2.70
7 to 8 ft., br.	4.00	3.60	3.25

LARGER SIZES AVAILABLE—Prices on Request

Siebenthaler's

3001 Catalpa Dr.
Dayton 5, Ohio

LINING-OUT and FINISHED STOCK

Ask for List



the cottage gardens

Telephones:
IV. 2-9021,
IV. 2-9276.

Nick I. W. Kriek —
Harold E. Hicks
2707 W. St. Joseph St.
Lansing 17, Mich.

Just west of city limits on U. S. 27.

(OUR 36th YEAR)



Growers of Lining-Out Stock
Taxus—Pyracantha—Cotoneaster
Shumard Oak Seedlings
Send for complete list.
KATON, OHIO



EVERGREENS

Growers of Quality Evergreens
Lining-out Stock a Specialty

Write for Trade List

EVERGREEN NURSERY CO.
Established 1864 : STURGEON BAY, WIS.

found on lilac, has only one generation a year, while the brown race, which occurs on red osier dogwood and apple, has two generations annually. Both races hatch the first of June, but the brown race hatches again the later part of July. The latter race, therefore, requires a second spray of malathion.

Aphis, or plant lice, of several different species have been building up on various ornamentals. A number of insecticides will kill aphis, lindane and malathion, for example, but they are difficult to use once the insects have caused the leaves to roll.

When the aphis are protected by curled and rolled leaves, Dr. Schuder suggested, a systemic insecticide such as demeton should be applied. To prevent the galling of the roots of apple, crab apple and hawthorn by the woolly apple aphis, a soil treatment of BHC or lindane plus a monthly application of demeton or Systox were suggested.

Two new pests of junipers were discussed and illustrated. First was one of the juniper midges. This small fly lays reddish-colored eggs on the terminal buds of several species and varieties of junipers in mid-May and again in late August.

The eggs hatch into small maggots that eat out the contents of the buds. Infested buds turn yellow and die. The small fly, when it emerges, leaves a tiny round hole in each bud. Heavy infestations on Canaert juniper halt new growth.

Dr. Schuder suggested that junipers should be sprayed with DDT or dieldrin in mid-May and again in late August. The other new pest is one of the rust mites that also infests buds, which become distorted and russeted. The mites are extremely small, requiring high magnification to distinguish them. The injury can be alleviated by applying lime-sulphur as a dormant spray and by dusting the plants with sulphur during the growing season.

During the past two years redbud trees in Indiana were heavily infested by the Judas tree leaf hopper. The infestations were so heavy that the leaves became quite yellow and it was necessary to spray them with DDT, according to the comments offered by Dr. Schuder.

The elm leaf beetle is increasingly common on Chinese elm trees, probably because there are fewer American elm trees for the insect to feed upon. The browning of the foliage caused by both larvae and adults can be prevented by spraying the trees in mid-May and in late July with DDT or dieldrin.

Two gall insects that caused

Introducing

ILEX CRENATA GLOSSY

Not Patented

Habit of growth is slightly faster and more compact than Ilex crenata convexa. Its glossy, dark green, convex foliage seems waxed with a brilliant luster. Extremely hardy. These outstanding features make it the sensational Ilex of its class.

Lining-out, from beds

2-yr., 6 to 9 ins., 45c each per 100

Available from:

GERARD K. KLYN NURSERY
MENTOR, OHIO

Field-Grown

	Each Per 10	Each Per 100
12 to 15 ins., B&B	\$3.00	\$2.50
15 to 18 ins., B&B	3.50	3.00
18 to 24 ins., B&B	4.50	4.00

NO SHIPPING ON B&B PLANTS

Available from:

A. SHAMMARELLO & SON NURSERY
4590 Monticello Blvd.
South Euclid 21, Ohio

10,000 TAXUS

Available from heavy well-sheared nursery stock, B&B, hand dug on digging forms. Write for our complete wholesale listing.

Intermedia Cuspidata
Andersoni Hicksi
Browni Media

Densiformis

15 to 18 ins.	\$3.50
18 to 24 ins.	4.50
24 to 30 ins.	5.50

ANNA NURSERY

615 S. Main St. Anna, Ill.

REMEMBER SHERMAN'S for...

Alpine Currant
Hydrangea P.G.
French Lilacs
Snowball
Shade Trees
Evergreens
Phlox
Peonies
Plum Seedlings
Lining-out Stock

Let us quote you on your requirements.

SHERMAN NURSERY CO.
CHARLES CITY, IA.

SEEDS

Collectors of Tree, Shrub and
Wild Flower Seeds

Crude Drugs and Ornamentals

E. C. MORAN, Stanford, Mont.

FALL BULBS

Imported from Holland

Write for price list.

WILLIS NURSERY CO.
Ottawa, Kan.

homeowners considerable concern the past few years, according to Dr. Schuder, are the maple bladder gall, caused by a small mite, and the hackberry nipple gall, caused by a small, cicada-like psyllid.

Once the galls are formed, they cannot be removed, but they can be almost entirely prevented by following a few simple procedures. The maple bladder gall can be controlled by a spray of lime-sulphur or malathion applied just before bud break. One can prevent the hackberry nipple gall by spraying the newly developing leaves with lindane or diel-drin in early May.

Dr. Schuder ended his discussion with some pertinent comments on the pests of honey locust trees. He warned the nurserymen not to use these trees in mass plantings on streets and boulevards lest they set the stage for another catastrophe such as the Dutch elm epidemic. He noted that there are several important insect pests of honey locusts that necessitate spraying the trees frequently to keep them alive and healthy.

Planting too many honey locusts in masses will be like inviting the insects to a fully spread banquet table. Professor Schuder suggested that the honey locust tree be used with other trees in diversified plantings to prevent a large build-up of insect pests such as the mimosa webworm, the honey locust mite and the honey locust borer.

Landscape Panel

The landscape session opened with a panel discussion on estimating and bidding procedures. The panelists were Robert S. Chamberlin, head of the division of campus development at the University of Illinois; Albion Gries, who is in charge of roadside development for the Illinois division of highways, and Otto Klaus and Ralph Synnestvedt, two landscape contractors from the Chicago area. The panel moderator was William Nelson.

Two points brought out in the opening comments were that the average spread between the low and high bids on any given landscaping job should not be greater than 10 per cent and that a landscaper bidding on a job should seek complete clarification of all specifications. It is better to take the time to find out all the details than to lose a job through padding the bid.

On the subject of bid invitation information, Mr. Gries said that the division of highways requires a landscape contractor to prove his qualifications before he is allowed to bid

DEPENDABLE

ARBORVITAE

Pyramid, 2½ to 3 ft., 3½ to 4 ft., 4 to 5 ft., 5 to 6 ft.

Dark Green American, 3 ft. to heavy 5 ft.

Elegantissima, gold tipped, 2½ to 3 ft. to 4 to 5 ft.

Woodward Globe, 12 to 15 ins. to 24 to 30 ins.

Plus the other good selling varieties, all in quantity.

CHOICE

TAXUS

Cuspidata, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins.

Andersoni, 15 to 18 ins. and 18 to 24 ins.

Intermedia berryhilli, 15 to 18 ins. and 18 to 24 ins.

Browni, 18 to 24 ins. and 24 to 30 ins.

Hicksi, 18 to 24 ins., 24 to 30 ins., 30 to 36 ins.

Capitata, 24 to 30 ins. and 30 to 36 ins.

Plus other varieties. All Taxus have put on the finest growth we have ever seen.

See and Count On a Good Supply from:

BERRYHILL NURSERY CO.

Box 696

4½ miles N.E. of

Springfield, Ohio

BEST SELLER!

OPERATING A GARDEN CENTER

By JOHN J. PINNEY

25 chapters—125 pages—61 illustrations

\$3.00 per copy

Due to the demand, this popular series of articles which first appeared in the American Nurseryman has been printed in book form. The author has made additions to the original articles and numerous illustrations have been added. Bound in a handsome, green plastic cover and printed on heavy white enamel stock, this book is a necessity for those operating a garden center.

Written by a man who has been engaged all his life in the nursery industry and been a student of it, the book covers every phase of garden center operation. It bears close reading by all those who plan to undertake this venture and will supply valuable ideas to those already operating a garden center.

AMERICAN NURSERYMAN

343 S. Dearborn St., Chicago 4, Ill.

Please send me.....copies of "Operating a Garden Center," by J. J. Pinney at \$3.00 per copy.

Enclosed is my remittance of \$.....

Name

Address

City..... State.....

WHY IT PAYS YOU TO BUY *m*

Our picture story shows you our exacting effort to produce the finest pot grown liners . . . To meet your ever growing demands. So and selection of stock assures you of always getting the finest



SELECTED STOCK PLANTS. Specially selected for their superior quality, color and ability to perform.



CUTTINGS. Millions of cuttings are expertly made to insure faster rooting and healthy root systems.



POTTING DEPARTMENT. Where trained hands select and pot only the finest rooted cuttings.



LINER HOUSE. Millions of new plants are scientifically grown in our new modern growing shelters where each one is grown under ideal conditions. World's largest selection of pot grown liners.

WE SHARE YOUR SHIPPING

COSTS. Distance no longer a penalty when you order *m* pot-grown liners. No matter where you live, we share your shipping costs with savings up to 50 per cent and more.

No other charges to pay; your share of the shipping costs appear on one bill—at these low rates, liners laid down your nursery—via our choice of carrier.

WEST OF THE MISSISSIPPI
(including Minnesota & Louisiana)

2 1/4" pot **1c** 2 1/2" Rose pot and 3" pot **2c**

EAST OF THE MISSISSIPPI

2 1/4" pot **2c** 2 1/2" Rose pot and 3" pot **4c**



FREE PACKING.

Securely Packed in sturdy lightweight cartons:
Assuring you safe delivery.

ANOTHER SATISFIED

POT GROWN LINERS!

g effort to produce the widest selection of the world's finest growing plants. Scientific methods of propagation, feeding and watering produce the finest developed pot grown liners obtainable.



PROPAGATION HOUSE. One of our many propagation houses. Automatically controlled, maintains ideal growing conditions to produce healthy husky root systems.




ROOTED CUTTINGS. Notice the heavy, fully-developed root system of this husky liner, insuring it a faster start.



FERTILIZING. Specially developed fertilizer that develops strong roots and stimulates healthy branches and foliage.



MN POT-GROWN LINER. Ready for shipment, notice the fully developed root system, that means faster start, which results in faster earlier profit for you.

WRITE FOR YOUR FREE COPY OF THE ALL NEW 1960-1961  CATALOG ON YOUR LETTERHEAD TODAY.

* HARDINESS AND PROPAGATION GUIDE.

* MANY NEW VARIETIES. * MANY IN FULL COLOR.

* LIST OVER 1500 VARIETIES.

WRITE TODAY



MONROVIA NURSERY Co.

P.O. BOX Q, AZUSA, CALIFORNIA

Azalea
Japanese Hollies
American Hollies
Yews
Junipers
Arborvitaes

•

Broad-Leaved
Evergreens

•

Our Specialty

•

CONNER & AMOS, INC.
 129 Old Dutch Rd.
 Charleston, W. Va.
 Phone: PL 5-2621

Broad-leaved
Coniferous
Evergreens

Write for complete price list.

T. G. OWEN & SON, INC.
 Columbus Mississippi

Quality stock plus pleasing
 service. Inquiries invited.
88th Year of Growing

Box 88-A Sherman, Tex.
TEXAS NURSERY CO.



Azaleas, Ilex
 and Magnolias
 Lining-out and con-
 tainer-grown stock.
 Semmes, Ala.



SEMME'S
NURSERIES

AZALEAS - CAMELLIAS
 and other choice evergreens

Wholesale Catalog SEMMES, ALA.

on state jobs. He must fill out certain application forms obtainable from the state and, if his application is approved, he will receive a monthly bulletin informing him of contracts up for bid.

If a man is interested only in supplying stock for state plantings, he should write to the state purchasing agent and ask to receive notice of bids. He will then be placed on the list to receive these notices. Men interested in bidding on spraying contracts should write to their district office of the division of highways. Mr. Chamberlain said that the university advertises for bids on each landscaping job to be let for a period of 10 days.

Concerning bidding calculations, Mr. Klaus stated that a contractor should first determine how much work is to be done and the amount and types of equipment required. He also said that every job includes elements which are not readily discernible from the plans and which warrant a personal visit to the site.

Mr. Chamberlain, commenting on contract conditions on university landscaping jobs, said that every plant undergoes a thorough specification inspection before planting. If, after the hole is dug, some unforeseen obstacle is found, the university has a provision to protect the contractor for the additional work required. Mr. Chamberlain stated that, if weather conditions make planting prohibitive, the university allows it to be held over until the following season.

Mr. Gries said the state highway department also cooperates with contractors in granting extensions due to inclement weather conditions. He also said that the division of highways no longer requires a 1-year guarantee on plant material. Instead, it has adopted a new regulation that calls for a 90-day guarantee after plants have bloomed.

Cost System Necessary

It was generally agreed that a system of cost accounting to determine operational and overhead expenses should be established by the contractor in order to arrive at a basis for unit pricing. This system need not be elaborate nor expensive. For the small operator, the hiring of a C. P. A. to set up the system is an ideal solution. This eliminates the necessity of employing a full-time bookkeeper.

Mr. Synnestvedt said his firm charges on the basis of a square foot unit for lawn plantings but that the price to the customer varies depending on the amount of work to



SPECIALS for FALL

All Transplanted, Sheared Material

Each

PINUS STROBUS (White Pine)
 2 to 3 ft. \$2.50
 3 to 4 ft. 3.50
 4 to 5 ft. 4.50

TSUGA CANADENSIS
 (Canadian Hemlock)
 2 to 2½ ft. 3.00
 2½ to 3 ft. 3.25
 3 to 3½ ft. 4.00
 3½ to 4 ft. 4.25

ABIES FRASERI (Balsam Fir)
 2 to 3 ft. 2.50
 3 to 4 ft. 3.50
 4 to 5 ft. 4.50
 Prices F.O.B. Pineola, N. C.

Write for catalog on Rhododendron, Kalmia, Native Azaleas, Leucothoe, Pieris floribunda, in collected and finished nursery-grown stock.

ANTHONY LAKE NURSERY, INC.
 Pineola, N. C.
 Phone: Republic 3-2456

WE OFFER . . . Our General Line of SMALL FRUIT PLANTS

Let us quote on your
 requirements.

L. J. RAMBO'S WHOLESALE NURSERIES
 Bridgman, Michigan

CANNED PLANTS

Build profits with Wight's container-grown evergreens. Wide assortment, including Ilex, Magnolia, Camellias, Pyracantha. Ask for wholesale list.

Wight NURSERIES CAIRO, GA.

CHINESE CHESTNUT TREES

Seedlings only of the Peter Lui strain, 1-yr. whips and 2-yr. branched, mostly Nanking progeny. Also, properly stored weevil-free seed nuts. Our low costs of production permit low quantity prices. Inquiries invited.

LEELAND FARMS
 Leesburg, Ga.

Specialists in PERENNIALS

SEEDS—PLANTS—BULBS

Perhaps America's largest list of unusual plant materials.

Wholesale catalog on request.

PEARCE SEED COMPANY
 Dept. N MOORESTOWN, N. J.

BROADVIEW NURSERIES

Winchester, Tenn.

Quality stock at reasonable prices.
 Write for our wholesale list.

Better Liners OF THE Better Kinds

Here are a **FEW CHOICE ITEMS** from our List

	Per 100	Per 1000		Per 100	Per 1000
<i>Aronia brilliantissima</i> , 1-yr., S.	\$10.00	\$ 90.00	<i>Rhus cotinus</i> , 1-yr., S.	\$ 9.00	\$ 80.00
<i>Cercis canadensis</i> , 1-yr., S.	9.00	80.00	<i>Sophora japonica</i> , 1-yr., S.	15.00	125.00
<i>Cercis chinensis</i> , 1-yr., S.	10.00	90.00	<i>Sorbus aucuparia</i> , 1-yr., S.	15.00	125.00
<i>Cornus florida</i> , 1-yr., S.	6.00	50.00	<i>Tilia tomentosa</i> , 1-yr., S.	15.00	125.00
<i>Cornus mas</i> , 1-yr., S.	10.00	90.00	<i>Viburnum carlesi</i> , 1-yr., S.	20.00	180.00
<i>Cornus officinalis</i> , 1-yr., S.	12.00	100.00	<i>Viburnum lentago</i> , 1-yr., S.	12.00	100.00
<i>Cotoneaster divaricata</i> , 1-yr., S.	9.00	80.00	<i>Viburnum setigerum</i> , 1-yr., S.	15.00	125.00
<i>Magnolia glauca</i> , 1-yr., S.	12.00	100.00	<i>Viburnum sieboldi</i> , 1-yr., S.	15.00	125.00
			<i>Viburnum wrightii</i> , 1-yr., S.	18.00	150.00

Properly GROWN, Properly GRADED, Properly PACKED

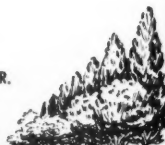
Write for complete Price List



JACQUES L. LEGENDRE
President

LESTER C. LOVETT
Vice President

ROBERT H. TALLEY, JR.
Secretary
ONANCOCK
Phone: Sunset 7-1421



GULF STREAM NURSERY INC.

WACHAPREAGUE, VIRGINIA

be done. Tree and shrub plantings are based on average cost figures, which also vary, depending on the amount of work done and other factors, including traveling distance to the site.

Profit margin was the last topic discussed. Mr. Klaus said that his firm's profit margin has a tendency to fluctuate according to the seasons. During winter, when work is extremely slow, he sometimes takes a tree-moving job at a figure that just covers labor costs in order to help meet the payroll expenses of his year-round help.

Mr. Synnvestedt stated that he combats profit margin fluctuations in the slow seasons by supplying key men for off-season work and then informing his customers that they are getting this quality-conscious labor at reasonable prices, thus keeping his profit margin from dipping too much.

The landscape session was brought to a close with an address delivered by Phil Lewis, associate professor in landscape architecture at the U. of I. Speaking on "The Changing Landscape," Mr. Lewis stated that the constant trend of population movement from urban areas to suburbia calls for a conservation program to preserve the natural landscape beauty of the country.

60 ACRES of EVERGREENS

Arborvitae Pines
Biotas Spruce
Junipers Taxus
Broad-leaved Evergreens
Magnolias

New List, Middle of August

FIKE NURSERIES

Hopkinsville, Ky.

Wholesale Growers of Broad-Leaved
and Coniferous Evergreens

Ask for trade list.

LINDLEY NURSERIES, INC.
P. O. Box H Greensboro, N. C.

Quality Plants Since 1841

HILLENMEYER
Nurseries
GEORGETOWN 32
ON U.S. 25 NORTH
LEXINGTON, KY.

FLORIDA - GROWN CITRUS

4-in. and 6-in. plastic pots.

Write for prices.

GOOCHLAND NURSERIES, INC.
Pembroke, Fla.

Jan de Graaff's

OREGON BULB FARMS
P. O. Box 512
GRESHAM, OREGON

Lilies

Exclusively

EVERGREEN GRAFTS
POTTED LINERS
CONTAINER STOCK

Ask for our latest list.

KENYONS NURSERY
Dover, Okla.

QUALITY STOCK GROWN BY US
Cherokee Chief Red-Flowering Dogwood
(Plant Patent No. 1710)
Shade Trees, Flowering Trees, Ever-
greens, Broad-Leaved Evergreens.

Write for wholesale list.

HAWKERSMITH & SONS NURSERY
Tulahoma, Tenn.

Ornamentals
At Wholesale

CHASE NURSERY CO., INC.
Chase, Ala.

PLANT NOTES HERE AND THERE

By C. W. Wood

Ornithogalums

It has been on my mind for some time to collect my notes on ornithogalum and reduce them to size suitable to these columns; now it has been brought to a head by a request for a report on *O. pyramidale*. The present inquiry is restricted to the hardy, or fairly hardy, kinds.

A good place to commence is the one mentioned in the correspondent's letter, *O. pyramidale*. This is a plant of southern Europe, closely related to *O. narbonense*; in fact, some European botanists make it a variety of *O. narbonense*. It is fairly hardy in northern Michigan and would, no doubt, be entirely trustworthy over most of the country, especially if grown under trees, where it would receive a good leaf mulch. There is another reason for putting it and *O. narbonense*, too, in woodland plantings and the wild gardens, and that is the yellowing of the foliage about flowering time, preparatory to going to rest after its task of blooming and seeding is completed.

Although similar in most ways, including white-keeled flowers, flushed green on the reverse, *pyramidale* is the larger and stouter of the two, reaching a height of two feet instead of the 18 inches of the other, though the flower of *narbonense* is twice as large (two inches across) as the other. They are easily and quite rapidly increased by means of offsets.

Because *O. umbellatum* likes our country so well that it has become naturalized in some northern states, it probably does not need extended comment here. It is the familiar star-of-Bethlehem of gardens, but that is not a distinctive name, for gardeners have applied it to several others. Anyway, it is a good plant for the wild garden, enlivening the spring season with a prodigious number of white flowers, green-margined white on the reverse. Relegate it to the wild garden or open woodland, where it can take care of itself, to get the most out of it.

Another hardy European, *O. nutans*, now run wild in this country, should find favor for naturalizing. It is a vigorous grower of a foot or more, with narrow leaves, as long as the scape. The large, starlike bells hang in a loose raceme. Like most of the kinds, they are white with a

green reverse, the entire effect being a white flower with a lovely silver sheen.

There are several smaller kinds, a few of which came into some prominence during the period of rock garden popularity and could no doubt find a market now when that entrancing phase of gardening is again receiving some attention. Of the hardy, or fairly hardy, kinds, the following may be mentioned:

O. comosum should be hardy in most of the country, especially if one's stock is from central Europe (Mediterranean plants might be tender in this country's northern states), and would make a good rock garden ornament or light up a dismal spot in a lightly shaded garden. It grows to five or six inches; the quite large, white flowers, enveloped in spathe-like bracts, are produced over tufts of broad leaves. A little less hardy in my trials, *O. excapum*, from southern Europe, should be hardy south of the 40th degree of

latitude, and there would be prized probably by rock gardeners because of its small size (scapes about three inches tall) and pretty, little white flowers, with narrow, pointed segments, pale green on the reverse, in a loose cluster. The peduncles are sharply reflexed when in fruit, giving the plant a distinct look even then.

I do not now recall ever having seen *O. montanum*, so include here part of a note on it received several years ago from a European correspondent: "*O. montanum* is a pretty plant," he wrote, "with a smooth scape, very short when the white flowers first commence to open, but eventually close to 10 inches tall in the fruiting stage. These come in a compact corymb, the pointed segments carrying the usual ornithogalum green on reverse. It makes a spreading tuft of narrow lanceolate leaves."

Considering their ease of increase and the rarity of many kinds in gardens, ornithogalums should make a

VERMAY NURSERY CO.

Dallas Hwy.

We Specialize in ROSES!

Phone: LY 4-4432

Tyler, Tex.

Reliable Source for Quality Roses Since 1923



- Expertly Grown
- Properly Handled
- Progressive Processors
- Dependable Service
- Modern Cold Storage

Write for price list and complete variety list of patented and nonpatented roses — BARE ROOT and PACKAGED.

Homer W. Eikner

Edwin G. Eikner

Member of Texas Rose Research Foundation

PIGGOTT NURSERY CO.

Piggott, Ark.

Apple, standard, 2-yr., grafted

Pear, standard, 1 and 2-yr., budded

Flowering Crab Apple, 2 and 3-yr., grafted

Thomas Black Walnut, 1 and 2-yr., budded



Tankard

AZALEAS

150,000 beauties

Kurumes, Kaempferi Hybrids, Glenn Dales, etc.

Featuring Hino-Crimson, the Azalea that has everything.

Landscape Sizes. Forcing Quality.

BROAD-LEAVED EVERGREENS

Ilex rotundifolia, I. convexa, I. burfordi; Abelia, Ligustrum, Nandina, Osmanthus, Pyracantha, etc.

CONIFERS, FLOWERING and SHADE TREES, SHRUBS,

LARGE SPECIMEN CRAB APPLES, HOLLIES

Overnight delivery to New York and other eastern points.

The Sign of the Tankard — Is the Sign of Excellence

Book your order now while selections are complete.

THE TANKARD NURSERIES

On the Eastern Shore, Del-Mar-Va Peninsula

EXMORE, VIRGINIA



Tankard

good field for exploration by neighborhood growers.

Perovskia Atriplicifolia

A Kentucky reader, after seeing some lusty specimens of the shrubby labiate, *Perovskia atriplicifolia*, in Alabama last fall, asks if it would be hardy in western Kentucky and, if so, could it be grown from cuttings?

I am not certain what western Kentucky winters bring in the way of temperatures, but I should expect the plant to be hary there, perhaps fully hardy, right to the tips of the branches; if the tops kill back, they can be cut back to the first live bud in spring and still maintain a shapely bush, with flowering at the usual time in August and September. Even this far north (latitude 45), where the plant is killed back to the ground nearly every winter, a good blooming performance can be expected. Of course, the 5-foot growths which southerners mention are not reached here, though half that is usually attained.

The blue, nepeta-like flowers come in long (a foot or more) panicles at a time when blue flowers are needed, and they are nearly always larger than most catnip. That in itself would make a pretty picture, but combine it with the hoary whiteness of the stems and underside of the

FRUIT TREE SPECIAL

Sour Cherry, on Mahaleb, heavy branched

Montmorency, Early Richmond

	Each	Per 100
5/16-in. cal.		\$0.45
7/16-in. cal.55
9/16-in. cal.65
11/16-in. cal.75

Pear Trees

Each
Per 100

Lincoln, Bartlett, Kieffer, Seckel	
7/16-in. cal.	\$0.75
9/16-in. cal.80

Sweet Cherry Trees

Black Tartarian, Yellow Glass

7/16-in. cal.90
9/16-in. cal.	1.00
11/16-in. cal.	1.10

The Home of Orchard Tested Fruit Trees

SIMS FRUIT & NURSERY FARMS

Highway 79

Hannibal, Mo.

SEED

TREE and SHRUB

Importers, collectors and dealers of tree and shrub seeds. Purchase by mail the easy way. Write for free price list.

FORESTRY ASSOCIATES

160 E. Hamilton St.
P. O. Box 1069 Allentown, Pa.
Phone: HEmlock 4-5708

FRUIT TREES

Dwarf and Standard

Send for Wholesale List

KELLY BROS. NURSERIES, INC.
Dansville, N. Y.

OUR NURSERY BUSINESS

Is Growing

DWARF and SEMIDWARF Apple Trees

We give this specialized job the detailed attention required for "QUALITY — PLUS" trees.

Best Varieties and Strains on:

Malling II, VII and IX
Malling Merton, 104, 106, 109,
111

LORNE J. DOUD

Orchardist and Nurseryman

R. I. Wabash, Ind.
Phone: Roann, TE 5-5751

**MR. NURSERYMAN
ARE YOU GETTING ALL
YOU SHOULD WHEN YOU
BUY YOUR STOCK?**

**OZARK'S QUALITY
CAIN'T BE BEAT
AN' LOOKEE HOW
THEY HELPS YO' SELL!**

- Free Distinctive Tags for Every Plant.
- Free Colored Plant Pictures.
- Free Waterproof Pictures for Outdoor Display.
- Free Display Suggestions.
- Free Promotional Sales Ideas.
- Free Advertising Mats.
- Free Display Banners.

**WRITE FOR OZARK'S
WHOLESALE
CATALOG**

Order from hundreds
of Ozark grown items.
Write today!

**OZARK NURSERIES CO.
TAHEQUAH, OKLAHOMA**



ROSE BUSHES

Patented and Standard in
Good Assortment
Bare-Root—Packaged
Write for price list.

C. E. WILSON NURSERIES

Box 400 Jacksonville, Tex.
Phone: 4117

SMALL FRUIT PLANTS

Grapes

Currants

Berry Plants

Write for Wholesale Price List

FOSTER NURSERY CO., Inc.
69 Orchard St. FREDONIA, N. Y.

MORNING STAR NURSERY, INC.

Rives, Tennessee
Wholesale Growers
Evergreens, Trees
Deciduous Shrubs, Roses
Send us your want list.

leaves (the upper side of the leaves is gray) and you have something special.

It was best here in northern Michigan in full sun in positions protected from cold winds. My light soil was exactly suited to its needs, I guess, for it is said to need good drainage. It grows readily from greenwood under glass.

Alpine Poppies

Alpine poppies are not easy to write about, because their names are as uncertain as the plants themselves. Going over my file of notes on the subject I find that I have used at least four interpretations of the names; so I promised myself when the subject suggested itself that I should not further confuse matters in my own mind and that of American Nurseryman readers by repeating previous mistakes. But I have to use some names to make myself partially clear, and in this case they will be the ones most often met with in gardens. Generally speaking, Farner's interpretation of the genus seems to me to be the most consistent of any that I have examined, but even it would be too space-consuming for inclusion here; so I shall content myself by calling them alpine poppies, only referring to specific kinds when it becomes necessary.

There is no lovelier moraine or scree plant than the alpine poppy, especially in its better forms, such as those passing in gardens as *Papaver burseri*; *P. rhaeticum*, which is probably correctly *P. pyrenaicum*, and *P. aurantiacum*. Grow these in a lean soil (pure gravel with just a suggestion of leaf mold in it) placing them in a sunny, wind-swept spot for best results.

The trouble with these alpine poppies, as they are usually handled in nurseries, is that they are given too rich a diet, and that causes a fatness of growth (if such an expression is permissible) all out of proportion to the plant's real nature. For example, *P. rhaeticum* (*P. pyrenaicum*) should not grow over four inches tall if it is correctly grown, when its rich, orange-yellow cups over tufts of hairy leaves should excite the most phlegmatic. As I look back on it now, I do not recall a planting in my garden that gave me more pleasure than a sunny plateau devoted to alpine poppies in a wide range of colors, which made merry from May until frost. Commercial growers would probably need to test the ordinary mixtures against separate colors to see which his customers prefer.

The great drawback to growing alpine poppies in a neighborhood

AMERICAN NURSERYMAN

STEELE'S PANSY SEED

**SOLD
ONLY IN**

**Steele's®
ORIGINATOR'S
PACK**

Don't accept substitutes. Steele's Originators Pack is your guarantee of genuine Steele's seed.

Steele's®

PANSY GARDENS INC.

P. O. Box 4555-A • 2715 S. E. 39th Avenue
Portland 2, Oregon

Invest in Top Quality

**Dwarf Fruit Trees
Espalier Trained Fruit Trees**

For retail sales. Mailing No. II, VII and IX rootstock. Hardy, northern-grown 1-year and 2-year old trees, guaranteed free from insect pests and plant disease. Send today for wholesale prices.



HENRY LEUTHARDT
Dept. A, Port Chester, N. Y.

**ALL TREES
GRAFTED**

EVERGREENS

Coniferous and Broad-Leaved

Large assortment varieties offered in truckload and carload lots; also in smaller quantities when called for by purchaser. Submit list for quotations.

WAYNESBORO NURSERIES
Waynesboro, Virginia

EVERGREENS

Potted Liners
Field-Grown Liners
Finished Evergreens
Write for wholesale catalog.

STRAIN & SONS NURSERY
Athens, Ala.

Commercial Nursery Co.
Decherd, Tennessee
Wholesale Nurserymen Since 1900



**A General Line of
FRUIT and ORNAMENTAL
TREES and PLANTS**

BUNTINGS' NURSERIES, Inc.
BOX 3 SELBYVILLE, DEL.

OUR SPECIALTIES

Tops in Quality

Moraine Locust, 2-yr. heads, well-branched, straight trunks

Hybrid Elm, 1 to 2 ins.

Heavy Shrubs

Juniper, scopulorum, grafted varieties

Biota in all sizes

Juniper Grafts for spring, 1961, delivery

Heavy lining-out stock

SNEED NURSERY CO.

**P. O. Box 798
Oklahoma City 1, Okla.**

nursery is the heavy losses which are sure to follow transplanting even young seedlings. That can be overcome to some extent by growing them in pots and selling them in their young stages. However, I found it more profitable and, consequently, more satisfactory, to sell seeds.

Rest-Harrows

My previous high opinion of the rest-harrows, ononis, which I expressed in this column about a quarter century ago, has been somewhat revised in the light of subsequent experiences. I said then that "my former high opinion of the genus as a whole was further enhanced by the splendid behavior of other kinds this year (1935)." I did not know then that the genus contained a lot of weeds and quite useless, so far as ornament is concerned, biennials. Yet, after further experiences, I still maintain that it holds a few kinds of great value to gardeners.

It would be difficult to point out the best of the lot that I have grown, because there is a wide divergence in their spheres of usefulness. Thus *Ononis cenisia*, being a perfectly prostrate plant, is of special value in the rock garden, while kinds like *O. fruticosa* and *O. hircina* make shrublike growths to a height of two feet or more and are more suited to

NEED QUALITY PLANTS?

Abelia grandiflora

Buxus harlandi

Buxus japonica

Cherry Laurel

Heavy, well-sheared

Euonymus

Pulchellus

Patens, small-leaved

Patens, seedlings, cans

Ilex cornuta burfordi

Ilex cornuta femina

Ligustrum lucidum compactum

B&B and gallon cans

Magnolia grandiflora

2½-in. pots

Quart cans

Gallon cans

B&B stock

(See classified ad.)

Nandina

Pyracantha lalandi, cans

Pyracantha formosana, cans

Mahonia bealei

3 plants per can

Chinese Elm

Sheared and root-pruned

Live Oak

Water Oak

Sheared and root-pruned

JUNIPERS

Juniperus chinensis pfitzeriana

Juniperus excelsa stricta

Juniperus glauca hetzi

Juniperus hibernica fastigiata

ARBORVITAE

Biota aurea nana Berckmans

Biota bakeri

Biota Bonita

Woodwardi

DECIDUOUS SHRUBS

—B&B only

Almond, double pink

Crape Myrtle, Wm. Toovey

Forsythia Lynwood Gold

Forsythia Spring Glory

Spiraea vanhouttei

Spiraea prunifolia

Cydonia japonica (Quince), red

Philadelphus grandiflora

Weigela Eva Rathke

Berberis, red and green

The above plants are specimen type, too large for bare root.

BIG RIVER NURSERY

Dundee, Miss.

Phone: 572 R4, Tunica, Miss.

DEPENDABLE SOURCE OF SUPPLY FOR:

FRUIT TREES: Peach, Plum, Apricot, Nectarine, in both 1-yr. and June buds, good assortment of varieties.

Apple, Pear and Cherry, 1 and 2-yr.

5-N-1 Apple

"Fruit Cocktail" Trees

FLOWERING CRAB APPLE: 1 and 2-yr. in good varieties.

FLOWERING PLUM and FLOWERING PEACH: June buds and 1-yr.

REDBUD and other FLOWERING TREES.

SHADE TREES: Silver Maple, Chinese Elm, etc.

Wholesale Growers of General Nursery Stock

Send us your want list—catalog sent on request.

CUMBERLAND VALLEY NURSERIES, INC.

313 N. Chancery St.

Phone: 2616

McMinnville, Tenn.

J. R. Bragg, Pres.

(Storage Barns on U. S. 70-S Bypass)

VERHALEN NURSERY
Company
SCOTTSVILLE 12140 HARRY HINES BLVD.
TEXAS DALLAS, TEXAS

Your Profits Grow in Verhalen Plants

AZALEAS

CONIFERS and BROAD-LEAVED

EVERGREENS

Finished Stock and
Potted Liners

Fritschler's
NURSERY
Nashville 9, Tenn.

SEEDS

PALM—SHRUB—TREE

Imports the world over—Send for our list.

ROY CARTER, Seedsman

Box 551

San Fernando, Calif.

HAVE YOU TRIED PERENNIALS? by C. H. Potter. Important information for the grower. 160 p., illus. \$3.00.

American Nurseryman

Chicago 4

NEW APPLE UNDERSTOCKS

Write for

THE MALLING-MERTON STORY

Full information on the new controlled M.M. Apple rootstocks, M.M. 104, 106, 109, 111 and M XXV.

Limited number of each available to nurserymen spring, 1961.

Our mother stocks sent to us direct from E.M. Research Station, guaranteed true to number.

Trade List on Request

Chick-A-Dee Nursery

Sherwood, Ore.

Concord Grape Roots

Red Raspberry

Flowering Shrubs

Boston Ivy

Currants

IVAN R. CONGDON NURSERY

North Collins, N. Y.

FRUIT TREES

STANDARD and DWARF

Write for wholesale list.

MALONEY BROS. NURSERY CO., INC.

Dansville, N. Y.

border planting. The last two, together with repens, rotundifolia and spinosa, comprise a galaxy of stars with which growers of hardy plants would do well to become acquainted. The ones mentioned are quite hardy in my severe Michigan climate, with the possible exception of *O. cenisia*, which suffered during winters of little snow.

It is probably unnecessary to describe all the kinds mentioned in the foregoing, as they are quite similar in their pealike flowers in shades of pink (there are a few yellow-flowered species, but none is included here), though they differ not a little in growth habits.

O. cenisia and repens are examples of the low-growing kinds of *cenisia*. Correvon stated that it is a "marvel for the sunny rockery." This has been fully justified in my trials, and I think it will be found true in all except the coldest gardens. The word "lovely" is much overworked, but I know of no other better fitted to describe *cenisia* when its prostrate branches, clothed in small, legume leaves, are smothered under a carpet of pretty, pink flowers.

To illustrate the upright growers, *O. hircina* may be examined. Though strictly herbaceous in this climate, being a shrub in warmer climates, it makes a shrublike growth to 18 inches or more, bearing its pink and white peas from late June and early July onward. It is a desirable plant for sunny borders. All are easily grown from seeds if care is taken not to break the taproot in handling.

Daffodil Moonshine

The passing of another daffodil season has further endeared variety Moonshine to me. After it went through the 1960 brand of spring weather with the grace and beauty that this variety showed, I am ready to admit it into the charmed circle of my dozen best daffodils. I do not recall how long it has been in my garden, but I am sure it has not been touched during the past 10 years, and the clumps grow in size and effectiveness with the passing years, always producing more flowers per clump (this year one clump had more than 20 pretty little trumpets open at one time) than any other kind in the trials. Is it any wonder that year after year my admiration for the little triandrums hybrid increases?

Others may come and go, but Moonshine goes on and on, usually covering close to four of the six weeks of the daffodil season. I do not now recall another variety that does as well in the length of its blooming

America's Finest

ROSES

Contract Growing Invited

Leading Patented and Popular Varieties

Grown in our nurseries at Tyler, Texas, and Phoenix, Arizona

Write for Variety List

CARL SHAMBURGER NURSERY

P. O. Box 458

Wholesale Only

Tyler, Texas

period. And what a blooming performance it is! As I said before, I had one clump last spring with more than 20 of its small, gracefully drooping, white flowers that made an unforgettable sight. I grow it with the poetaz hybrids, such as Glorious and Scarlet Gem, in part shade, not because shade is necessary, but for convenience, and I find some shade useful to preserve the brilliant cups of the poetaz and to lengthen the flowering season of all.

Iris Fortune's Gift

A blue rose, a yellow geranium, a truly yellow herbaceous peony, a brown almost anything—gardeners are forever searching for the unattainable. Now, however, there is no need to look farther for a brown iris. If my eyes register colors correctly, there is a real brown iris in the new variety, Fortune's Gift. Some observers may have reservations about admitting it to be a true brown, but most are enthusiastic about the plant and the color, as when one expert wrote that "it carries the browns to new heights of perfection." Its parentage of Cordovan and Inca Chief will tell the grower who knows his iris that it could not well be anything but brown. If one is no more of a color perfectionist than I am, he will likely agree that here is a brown-colored iris of great charm, large in size (to seven inches through), wide and spreading in the falls and shapefully, with excellent substance, borne on stout stems to three feet or perhaps more in height. Although still rather high in price, it should make money for the neighborhood grower with iris enthusiasts among his customers.

JOHN M. EISLER, founder of the Eisler Nurseries, Butler, Pa., has been elected to the Pennsylvania State University chapter of Gamma Sigma Delta, the honorary society of agriculture.

ALDRIDGE NURSERY

VON ORMY, TEXAS

Wholesale Nursery Stock

Complete line of container and field-grown ornamentals

● Better Quality

● Better Value



COMPLETE WHOLESALE PRICE LIST NOW READY FOR MAILING

LINING-OUT and FINISHED STOCK
TREES — FLOWERING SHRUBS
PRIVET—VINES—EVERGREENS

Write for your copy today if not on our mailing list.

FOREST NURSERY CO., INC.
McMINNVILLE, TENN.

The Homestead Nurseries

H.G. Benckhuysen. Boskoop. Holland

Specializing in hardy Rhododendrons and Azaleas, Acer, Fagus, Ornamental Trees and Shrubs, Perennials in leading varieties. Quality stock. Trade list on request. Ocean and air freight.

SEEDS

for the Nurseryman and Forester.
Write for catalog.

F. W. SCHUMACHER, HORTICULTURIST
SANDWICH, MASS.

SEED CHESTNUTS

Castanea mollissima orders taken for fall, 1960, crop. 50¢ per lb. F.O.B. Trappe, Md. Lower prices for large quantities.

COMPTON FARM
c/o J. M. Arensburg, Agent
1404 First National Bank Bldg.
Pittsburgh 22, Pa.

Maurice C. Ravensberg

Boskoop, Holland

Reliable exporters for general nursery stock since 1922.

Catalog on application

Nursery-Grown Shade Trees Fruit Trees and Other Items

Come and see the quality, quantity
and values to be had.

SHAHAN NURSERIES
Tullahoma, Tenn.

WHOLESALE GROWERS OF QUALITY NURSERY STOCK

Crimson King Maple
Norway Maple
Pink and White Dogwood
Chinese Chestnut

Moraine Locust
Sunburst Locust
Flowering Crab Apple
Peach and Cherry
Hall's Honeysuckle

Pin Oak
White Birch
Hemlock
Pfitzer Juniper
Fruit Trees

Write for descriptive catalog.

BOYD NURSERY CO., INC.

McMinnville, Tenn.

Quality Stock

Cherokee Chief Red-Flowering
Dogwood
(Plant Patent No. 1710)

Dogwoods of Named Varieties

Conifers — Flowering Crab Apples

Evergreens — Fruit Trees — Liners

Write for our wholesale list.

BUY QUALITY

TENNESSEE VALLEY NURSERY

Phone: WO 7-2652 Winchester, Tenn.

GLOBE
NURSERIES

McMinnville, Tenn.

Shades — Liners — Fruits

EVERGREENS

100 acres of choice evergreens
ready for sale.

Write for price list.

GRANT'S NURSERY

Rt. 2

Caledonia, Miss.

POTTED LINERS Taxus Junipers

B&B sizes to trucks only.

HUMPHREYS LANDSCAPE SERVICE
Mt. Sterling, Ky.

1960 A. A. C. S. Winner

SPARKLING BURGUNDY

(Plant Pat. No. 1639)

A hardy Sasanqua of rare beauty.

CASADABAN'S NURSERIES

Abita Springs, La.



AARS winners and
130 other popular
varieties. In attrac-
tive, colorful pack-
ages or bare root.

Beautiful shade, produc-
tive too! Prolific varie-
ties. Sizes 1½ to 12
feet. In attractive pack-
ages or bare roots. Get
stock list and prices.

PECAN TREES



ARP Nursery Co.

Box 3338-J, Tyler, Texas

Bamboo, Gardenias, Figs, Shade Trees

Write for Complete List.

McKEE'S NURSERY

P. O. Box 749
Covington, La.

PINK DOGWOOD LINERS

Silver Maple, Hall's Honeysuckle,
Flowering Peach, Forsythia, Crab
Apple, Fruit Trees, Poplar, Privet.

Write for trade list.

FLOWER CITY NURSERIES

Rt. 3

McMinnville, Tenn.



Evergreen and Flowering Shrubs

Ready in Gallon Cans

GILMORE PLANT & BULB CO.
Jullian, N. C.

WE SPECIALIZE IN FINE Azaleas and Camellias

Write for Catalog

FLOWERWOOD NURSERY

GREGORY L. SMITH, Owner
Rt. 1, Box 130 MOBILE, ALA.

Fees Discussed By Long Island Contractors

By Robin Todd

Service charges and an ideal bud-
get were the topics of a heated dis-
cussion at a recent meeting of the
Long Island Nurserymen's Associa-
tion, landscape contractors' division.
The pros and cons of a flat rate, a
service charge or a minimum labor
fee were discussed at great length,
but no final decisions were reached.

Perhaps the biggest camp con-
sisted of those who felt that they
should set a minimum service charge,
which would include labor, portal-
to-portal pay, trucking expenses and
all other overhead expenses. This
would be in contrast to a labor
charge, with or without extras. The
disadvantage of this plan was that it
was felt to be quite difficult to charge
for a man's time at the customer's
home, as this would not include portal-
to-portal pay and would generally
involve more bookkeeping, depend-
ing upon whether the laborer was a
skilled one, foreman, etc. Some nurs-
erymen justified this expense if
others could also be added, such as
the cost of the use of a truck.

Practically all of the landscape
contractors felt that the best method
of pricing jobs for customers is to
make a flat contract rate or price.
The usual procedure is for a land-
scape man to estimate the number
and quality of the plants, figured at
retail prices for a particular land-
scape job, and then to add a percent-
age for labor and a percentage for
overhead. Then the customer is told
that such a job will cost so much
money, given as a flat rate, and that
the price includes certain named
plants, etc. Some felt that even the
size of the plants should not be
given. However, it was felt that some
jobs cannot be handled this way,
when transplanting must be done,
and then an hourly wage rate is
necessary. To arrive at this labor
rate some landscape men figure two
and one-half to three times the actual
cost paid to the men.

Will Peigelbeck, of the Lee Patton
Seed Co., suggested that landscape
men need to give more attention to
public relations for their business.
The question up to the landscape
contractor is when to charge and
when to stop. Mr. Peigelbeck thought
that the landscape business is a pro-
fessional one and, therefore, a flat

fee is in order. When given a flat fee, customers find it is more difficult to compare prices between companies and even between areas, as there is no itemized breakdown of expenses. Mr. Peigelbeck recommended making a service charge, as setting an hourly rate suggests a trade level rather than a professional one. No one likes to pay for service, but service usually makes the reputation of the landscape contractor. One should not give labor away nor base the hourly rate on an auditor's judgement, but one should think the problem through as a public relations man must do.

Ideal Budget

John Kean, Greenlawn, distributed a proposed ideal nursery budget for 1960 based on a report of the National Landscape Nurserymen's Association. In this budget the gross pay for labor in a nursery varied from 30 to 35 per cent of total costs, but one landscape man thought that it would be as high as 41 per cent on Long Island. In addition, instead of a total anticipated cost of about 50 per cent and a "gross profit" on sales of about 50 per cent, he felt that on Long Island costs would reach 60 per cent, with only a 40 per cent "profit." Taxes, insurance and depreciation in property and equipment, which show a national average of about 3 per cent, are probably double that on Long Island. In addition, 3/10 per cent for uncollected accounts is not high enough for Long Island.

William Titus, of the Nassau county extension service, mentioned the lawn and shrub pests of June to alert the landscape contractors. The elm leaf roller might be a problem. He suggested the use of dieldrin and chlordane the first week in June on most foundation plantings. Taxus weevil is a problem on yew, rhododendron and ilex.

Arborvitae bagworms can be pruned out or sprayed with four tablespoons of 25 per cent malathion wettable powder per gallon of water. Early treatment, as soon as the small bags are noted, is imperative. Poa annua wilts in hot weather and causes many lawns where it is found to turn brown. Mr. Titus distributed a list of 25 cultural practices and problems that the landscape men should investigate before assuming that a lawn or turf is diseased. This list included such things as watering, dog spots, fading of seasonal weed grass (Poa annua), chinch bugs, etc. In addition, he distributed a chart which is helpful in diagnosing turf diseases.

**LET US QUOTE YOU ON
YOUR CUSTOM BUDDING
REQUIREMENTS. . . .
IT'S OUR SPECIALTY!**

**OVER 50 YEARS
OF OPERATION IS
YOUR GUARANTEE
OF QUALITY . . .**

- Fruit Tree Seedlings
- Fruit Trees
- Shade Trees
- Ornamental Trees
- Flowering Shrubs
- Roses
- Evergreens



100,000 PEACH Seedlings FOR SALE

"The Finest in Fifty Years!"



Mention The American Nurseryman when you write.

Just Published . . .

"Have You Tried Perennials?"

by CHARLES H. POTTER

**A New Book for Those Interested in Making Their
Spring Bedding Plant Business More Profitable**

This new book is of special value to nurserymen who are interested in the spring bedding plant business. Highlights include growth characteristics of major perennials, propagation procedures, preparation and care of soil, field care, marketing and other data important to the successful growing of perennials.

Contains handy reference chart listing 173 perennials, their colors, flowering period, propagative methods and page numbers where additional information on the particular crop can be found.

- 45 Chapters
 - 160 Pages
 - Illustrated
 - Hard Case Cover
- \$3.00 per copy**

AMERICAN NURSEYMAN,
343 S. Dearborn St., Chicago 4, Ill.

Enclosed is my \$..... remittance for
.....copies of "Have You Tried Perennials?"

Name

Address

City - State

Pacific Coast News

LOS ANGELES CHAPTER

Nominations for new chapter officers and a panel discussion on changing trends in the trade were the highlights of the June 22 meeting of the Los Angeles chapter, California Association of Nurserymen, held at Eaton's restaurant, Arcadia.

The meeting having been called to order after dinner by President Chuck Vogels, Chuck's Nursery, Covina, new members present were introduced by O. A. Batchellor, California State Polytechnic College, San Luis Obispo. Joe and Eli Franco, Franco Nursery, Montebello; Jan and Peter Groot, El Modeno Gardens, El Modeno, and Bob McKemy, Chuck's Nursery, Covina, were the newcomers.

The table decorations, potted ferns supplied by El Modeno Gardens, doubled as subjects of the plant forum, with Peter Groot describing the characteristics and uses of each of the varieties represented.

Nominations for chapter officers for the coming year were then presented by Harold Botts, Botts Nursery, Anaheim, as follows: President, Carl Zangger, Perry's Plants, Montebello; vice-president, Bob Bartholomew, Hi-Mark Nursery, Santa Ana; secretary, Jim Meadows, Meadows Bros., Altadena; treasurer, Don Christensen, Davids & Royston Bulb Co., Inc., Los Angeles, and new directors, Kirby Lesh, Better Gardens, San Marino; Otto Martens, Deigaard Nurseries, Monrovia, and Cliff Comstock, Monrovia Nursery Co., Azusa.

An additional nomination made from the floor by Bob Bartholomew placed Jack Veyna, Orange County Nursery, Norwalk, in the running for a place on the board of directors.

Presents Safety Awards

Safety awards for 1958-59 were presented by Pressley N. Jones, insurance representative, to the following firms: Peerless Nursery, Huntington Park; Bordier's Nursery, Covina; Town & Country Nursery, Whittier; Uyeno Nursery Co., Rosemead; Star Nurseries, Inc., Sierra Madre; Buena Park Greenhouses, La Habra; Monrovia Nursery Co., Azusa; Laird's Nursery, Bell; Rosedale's Nursery, Monrovia; H & H Nursery, Downey; Simpson's Garden Town, Pasadena; Keeline-Wilcox Nursery, Brea; Better Gardens, San Marino; Tuttle Bros. Nursery, Altadena; Mendon's Nursery, San Gabriel; Mossholder Nurs-

ery, La Habra, and Klages Wayside Gardens, Whittier.

Nursery Trends Panel

Carl Zangger, program chairman, introduced Norm Springer, Bandini Fertilizer Co., Los Angeles, moderator for the evening's panel, "Changing Trends in Our Nursery Industry." Don Josephson, Germain's, Los Angeles, first panel speaker, discussed new forms of competition, such as supermarkets; service stations; department stores, which are presently putting in big sections for plants as well as dry goods, and chain stores, seven of which are known to be moving into the Los Angeles area.

Cliff Comstock, in discussing new outlets for plants, suggested that, in view of the new competition, nurserymen must look over their weak spots and make an honest effort to improve. He said that the two basic objectives of the nurseryman are to bring customers into the nursery and to make a sale.

Among his suggestions to accomplish this were advertising effectively (5 per cent of anticipated sales should be budgeted in advance),

keeping a neat nursery, offering good service, having a sound credit card system and stimulating sales by offering new plant material.

Norm Springer stated that, in modernizing the nursery, ample parking, paved walks, well-marked plants and attractive store fixtures to display goods are a few of the essentials.

The showing of a sales-training film, "Dealers' Choice," was the concluding event of the meeting, which was adjourned at 10:15 p. m. by President Chuck Vogels.

Jim Meadows, Sec'y.

HOLD SALES CLINICS

Cottage Nursery, Vallejo, Calif., and Orchard Nursery, Lafayette, in alternate months are hosting sales clinics for retail nurserymen. Hollis Gray, of the Cottage Nursery, and Stewart Wade and Jack Schneider, operators of the Orchard Nursery, have enlisted the services of Gordon Baker Lloyd, garden commentator, from Sierra Madre, Calif., to stage these popular sessions that concentrate on merchandising.

Most of the 60 to 75 persons who usually attend are from the Central chapter of the C. A. N., although any nurserymen are welcome at the



QUALITY ROSES



Grown in the healthy, smog-free valley of central California.

Finest, field-grown, two-year-old rose plants in the west.

Featuring all the NEW A. A. R. S. AWARD WINNERS.

Remember, QUALITY means more profits for you.

Send for our latest catalog.

MONTEBELLO ROSE CO.

Wholesale Only

401 N. Sixth St. Montebello, Calif.
Phone: PArkview 1-1300

Moore

MINIATURE ROSES

Ask for new 1960-61 listing of 40 varieties—including

DIAN, LOLLIPOP, LITTLE BUCKAROO, PINK HEATHER, PINK JOY, POLKA DOT, BIT O' SUNSHINE, etc. . . .

"Moore Miniature Roses"

SEQUOIA NURSERY Visalia, Calif.



DOTY & DOERNER, INC.

A Complete Line of General Nursery Stock

Wholesale Nurseries

Combination Carload Shipping

Write for Catalog

6691 S. W. Capitol Highway
Portland 1, Ore.

NOTICE ! LIQUIDATION SALE

OVER ONE MILLION

DAY LILIES AND IRIS

New housing projects are pushing us out. We have decided to sell out and retire. Big profits are made in iris and day lilies. NOW for the best buy in your life—

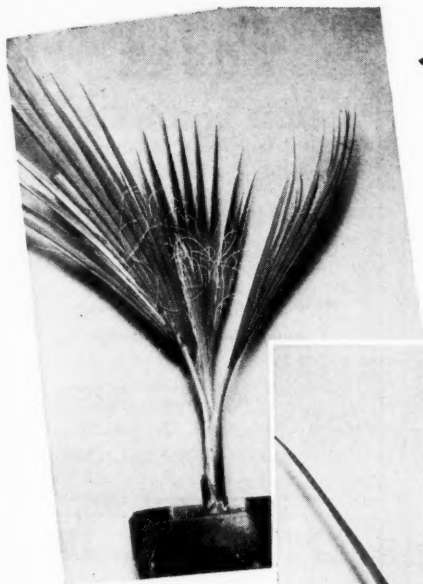
TOP QUALITY TOP VARIETIES

Many varieties as low as 10c each.

EVERY PLANT MUST GO!

Write Today for List.

M. OLIVER FLOWER FARMS
Box 1131 A, Pomona, Calif.

**Washington Robusta**

The stateliest of all palms. Magnificent trunks straight and tall carry crown of fan-shaped leaves. Ready for 6 inch pots.

**Phoenix Canariensis**

Canary Island Date Palm. Feathery plumes. Hardy and popular for garden, street and park plantings.

...for the dramatically exotic, there is nothing in the world like

PALMS!

PER 100
\$58⁵⁰
Phoenix Canariensis
or Washington Robusta
ready for 6 inch pots.
Minimum order, 100 plants
Delivered by Air
10% Discount on Orders of 250 or more

ALL PALMS GUARANTEED

Plants must be satisfactory on arrival or you can airmail back to us within 24 hours of receipt.

NURSERMEN'S EXCHANGE

475 SIXTH STREET, SAN FRANCISCO 3, CALIF.

2-hour monthly meetings, which cost \$1 per meeting. Mr. Lloyd discusses such topics as "How To Sell Sprinklers," "How To Sell Fertilizers," etc. His lectures are distinguished by effective use of visual aids. For example, in discussing proper watering techniques he uses black light to show where the plant roots are.

The June meeting at the Orchard Nursery was a lesson on how to sell sprays and sprayers. Mr. Lloyd noted the differences between old and new methods of selling insecticides. New methods made possible by new products and packaging make it easier for the salesperson to understand and explain what the products will do. Mr. Lloyd pointed out how the type of insect can be detected and the proper spray determined. To help the customer obtain the best results and be satisfied, the nurseryman should explain where and how insects and diseases work.

A thorough discussion of tie-in sales possibilities and methods followed. Instead of forcing equipment or products on a customer, the nurseryman should call them to the customer's attention as a benefit. For example, ask "What value is the spray if it is not put on accurately?" or say, "Can be used also in the

OUR SPECIALTY

Flowering Cherry, Weeping and Standard
Flowering Plum, in variety
Flowering Crab Apple, in variety, over 20 varieties
Flowering Peach, in variety

Birch, Cut-leaved, European White and Clump.
European White Birch, S., 1-yr., 9 to 12 ins., 12 to 18 ins., 18 to 24 ins. and 2 to 3 ft.

Tulip Tree, Globe and Idaho Locust, *Catalpa speciosa*.
Thornless Honey Locust

Maple Trees, in variety, 1 and 2-year-old: Norway — Globe and Columnar, Goldsworth Purple, Faassen's Black, Silver and Rubrum

Hawthorn, 1 and 2-year-old: Paul's Scarlet, Double Pink, Cordata and Carrierei

Ash, Green, Modesto and European Mountain
Laburnum vossi

Oak, Scarlet, Northern Red and Pin

We grow many other kinds of shade trees, flowering trees and shrubs not listed here.

Write for price list.

VILLA NURSERIES

Montavilla Sta., P. O. Box 5137, Portland 16, Ore.

RHODODENDRON LINERS

CUTTING-GROWN

Hardy and Semihardy

Named Varieties

Quality Only

*

VAN VEEN NURSERY

3127 S. E. 43rd Ave.
Portland 6, Ore.

A. MCGILL & SON

FAIRVIEW, ORE.

Wholesale only

FRUIT TREE SEEDLINGS
FLOWERING ORNAMENTAL TREES
SHADE TREES

Licensed Growers of

Crimson King Maple (Pat. No. 735)
Moraine Locust (Pat. No. 836)
Shademaster Locust (Pat. No. 1515)
Skyline Locust (Pat. No. 1619)
Sunburst Locust (Pat. No. 1313)

Constant Vigilance Results
in Quality Stock

Combination carloads to eastern
distributing points.
Write for our list.

ROSES

Top-quality, field-grown patented and
standard roses.

Write for list and prices.

JOHN CARRIG & SONS
Jefferson, Ore.

SHADE and FLOWERING TREES

Broad-Leaved and Coniferous
Evergreens
B&B or Container-Grown
Write for list.

TILLSTROM NURSERY

R. F. D. 3, Box 870 Gresham, Ore.

higher trees and shrubs." If the customer is given the proper knowledge and equipment, the spray will work as expected and he will come back for more materials. To make the customer happy and insure his understanding of sprays and sprayers, one should give him a demonstration and explain the care of the sprayer.

Mr. Lloyd's discussion included a pest control program and a pest control selling program for the nurseryman, including the recommendations for a complete pest control shelf or department. He discussed the 10 commonest questions he encounters in his classes and then the questions of his students in attendance.

R. B. K.

CALIFORNIA NOTES

George Nakada, who has been a salesman at the Golden Gate Nursery, San Mateo, for many years, has resigned to take over a landscape contracting business, with headquarters at San Mateo.

Nurserymen who use liquid feeding of plants and desire to keep track of its being applied have been recommended to use potassium permanganate as a marker, as it is good coloring material and inexpensive and has beneficial effects on the plants.

The Alameda county farm adviser for ornamental horticulture reported on recent observations with regard to unsatisfactory results from some spray materials. Failures, he believed, were usually due to the methods employed rather than to the materials used. Operators were sometimes insufficiently trained and nozzles were not always properly adjusted or selected. Further tests showed that nozzles designed to provide the maximum breakup gave the best coverage. The report concluded with the suggestion that nurserymen might well re-evaluate their equipment and personnel.

Acceptances are still coming in for the Ferry-Morse Seed Co. flower fair to be held at the firm's trial grounds at San Juan August 10. All bedding plant growers and nurserymen will find the 10 acres of annual flowers in full bloom a sight well worth seeing. There will be over 1,800 items shown.

Dr. Earl Storie retired after nearly 40 years of service with the University of California as of July 1. He had been a professor of soils and nutrition at the experiment station at Davis, chairman of the California soil correlation committee, consultant in the California soil vegetation survey and a well-known instructor in soils. He is known as the origina-

ROSES OLD and NEW

Fine-quality, two-year plants
budded on Multiflora in over
250 varieties.

Write for our 1960-61 list explaining
our new freight-saving plan.



MT. HOOD NURSERY

Rt. 2, Box 96
GRESHAM, ORE.

SPECIALIZING IN GROWING OF:

Lining-Out Stock

Quality Shade and
Flowering Trees

Wholesale Price List Sent
Upon Request

POWELL VALLEY NURSERY

210 S. E. Vista Ave.
Gresham, Ore.

QUALITY LINERS

Write for our catalog listing
over 500 varieties.

MITSCH NURSERY

Aurora, Ore.

ORNAMENTAL WOODY PLANTS
AND ROSES

Write for our lists.

W. B. CLARKE & CO.
P. O. Box 343 SAN JOSE, CALIF.

ROSES

Top-quality, northern California, field-
grown, patented and standard bush and
tree roses. Write for list and prices.

ELMER ROSES CO.

4018 Arden Dr.
Temple City, Calif.

THE GRAFTER'S HANDBOOK

By R. J. Garner

Covers almost every known method
of grafting. Describes seedling and
vegetative propagation of rootstocks,
handling of scion wood, choice and use
of tools. 260 p. Revised edition. (1958)
\$5.75, postpaid.

AMERICAN NURSERYMAN

343 S. Dearborn St. Chicago 4, Ill.

tor of the Storie index for rating soils and other land classification techniques used extensively abroad as well as in this country.

The Strybing Arboretum in Golden Gate park has revived the practice started many years ago by Eric Walter, the late director of the arboretum, of labeling most of the plants that are in flower during each week. Some cultural directions with regard to soil and exposure preferences are also given.

Christmas tree production is becoming big business in some areas of the state. Locations being selected are those where there is plenty of winter rain and where the land is above average in fertility, but of little use for anything but trees or pasture. Most of the trees are sold through regular wholesale outlets, but in some areas buyers are invited to select and cut their own trees. The most popular trees are those from five to eight feet tall. One of the largest operators, with nearly 1,000 acres, reports that the demand for well-grown trees is so great that he is already sold out for the next five years at more than the current going price for good trees. There are a number of small acreages which are operated as a side line or as a hobby by retired men. The growers are organized into the California Christmas Tree Growers' Association, which is dedicated to the principle of growing the trees scientifically.

Pear growers over the state realize that the Bartlett production will be down this year, due to an unidentified disease. This disease, which is able to wipe out an orchard in a few weeks, is similar to one that has done a great deal of damage to pears in the northwest. So far no control method has been found. W. B. B.

OREGON NOTES

The Sunset chapter of the Oregon Association of Nurserymen held its summer meeting at the Forest Hills Country Club, Cornelius, June 20. A golf tournament was featured in the afternoon and a dinner meeting in the evening. A large number of members and nurserymen from other chapters attended the meeting, which was led by President Charles Drew, Drew's Nursery, Beaverton.

The Columbia River chapter of the O. A. N. held a dinner meeting June 23 at the Mallard restaurant, Gresham. Leading the meeting was Chapter President William Moller, Moller's Nursery, Fairview.

The second annual tour of research projects at the experiment station at Oregon State College, Cor-

TREE ROSES

The "Cadillac" of landscape roses, available in excellent variety assortment. Dormant, bare root. Shipping January 15 to March 1. Order now for best selection.

YES!
THEY, TOO, ARE



(Now is the time to book your order for bushes and climbers, too. You'll enjoy that well-earned vacation more if you send your order before you go! We'll enjoy ours more knowing we have given you the best possible service.)



WEEKS WHOLESALE ROSE GROWER

O. L. Weeks

926 W. Ely

Ontario, Calif.



DID YOU KNOW?

That botanically azaleas are rhododendrons.



SHERWOOD NURSERY CO.
Evergreens - PROPAGATORS AND GROWERS
WHOLESALE

Corbett, Ore.

RHODODENDRON AND EVERGREEN LINERS

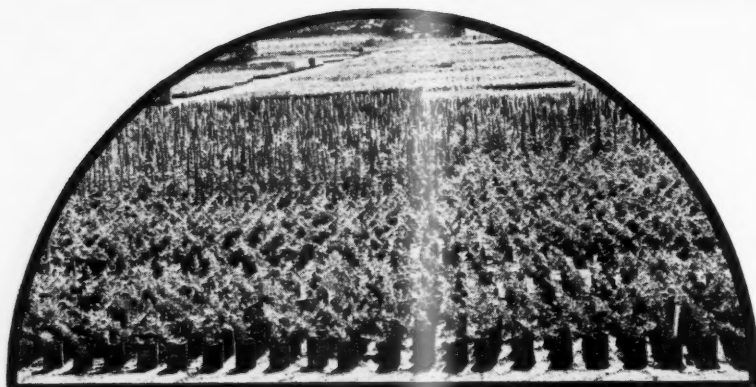
In Season

J. B. WHALLEY NURSERY
Rt. 2, Box 683 TROUTDALE, ORE.

GOLD MEDAL LILIES

From America's most comprehensive collection of hybrids and species.
Hardy Cyclamen a Specialty

Trade Catalog on Request
EDGAR L. KLINE
Lake Grove, Ore.
Established 1930



BEST SOURCE OF ORNAMENTALS - FIELD OR CONTAINER GROWN

From dwarf boxwoods to towering cedars — we grow everything you need to give your customers an impressive choice of the West's most selective landscaping stock. May we send you our new wholesale catalog today?

Shade, Fruit & Flowering Trees . . . the West's Best Are Stribling's

Stribling's NURSERIES, INC.
1620 W. 16th Highway 99 North RAndolph 2-4106
P O Box 793 Merced Calif

MILTON NURSERY CO.

C. Bert Miller, Pres. and Gen. Mgr.

P. O. Box 7

Phone: WE 8-3374

Milton-Freewater, Ore.

Quality and Service Since 1878

Specializing in

Flowering, Ornamental, Shade Trees and Shrubs

Fruit Tree Seedlings — Angers Quince Rooted Cuttings

Licensed Growers of

Crimson King Maple (Pat. No. 735)	Moraine Locust® (Pat. No. 836)
Imperial Locust (Pat. No. 1605)	Shademaster Locust (Pat. No. 1515)
Moraine Ash® (Pat. No. 1768)	Sunburst Locust (Pat. No. 1313)

Send us your list for quotations.

Assembled carlot shipments available in season throughout the east afford you minimum freight costs.

OREGON HOLLIES

Skimmia japonica
General Nursery Stock

May we quote you?

ALFRED TEUFEL

Wholesale Grower
11414 N.W. Cornell Rd.
Portland, Ore.

Have You Heard About

MY FAIR LADY?



RUEHL-WHEELER NURSERY CO., INC.
255 Ford Rd. San Jose, Calif.

Publish your price list in the
AMERICAN NURSERYMAN
to reach the trade promptly.

vallis, was held June 28 for nurserymen and landscape gardeners. The Clackamas chapter of the O. A. N. initiated the idea last year, and Ralph Clark, extension horticulture specialist, O. S. C., arranged for the tour. The morning was spent viewing the research projects of interest to nurserymen at the pathology farm. In the afternoon the group proceeded to the Lewis Brown horticultural farm, where horticultural projects were seen.

A meeting of the nursery educational steering committee was held at the Portland Wholesale Nursery Co., Portland, June 22, with Ray McNeiland, Multnomah county agent, Gresham, presiding. Purpose of the meeting was to discuss dates and subjects for another series of educational meetings. Those attending the committee conclave were Paul Van Allen, Portland Wholesale Nursery Co.; Ralph Clark, extension horticultural specialist, Oregon State College; Ed Wood, Wood Floral Co., Portland; Lawrence Underhill, president, Landscape Gardeners' Association, Portland; Robert Ticknor and Richard Bullock, North Willamette valley experiment station; Lloyd Barron, Washington county agent; Lloyd Heppler, Four Mile Farm & Nursery, Canby, and a representative of the Clackamas county agent's office.

Announcement was made July 6 that the necessary signatures were received to place a billboard control measure on the ballot this fall. Leading the fight in the state of Oregon has been the highway protection committee, of which the Oregon Association of Nurserymen is a member.

A meeting of nurserymen and others interested in nematode problems was held recently at the Portland Wholesale Nursery Co. Among those who attended the informal discussion of nematodes and their control were Wray Hiltabrand, chief, bureau of nursery services, California state department of agriculture; James Short, director, Oregon state department of agriculture; Dr. Roy Young, head, department of botany and plant pathology, Oregon State College; Frank Schmidt, Jr., J. Frank Schmidt & Sons, Troutdale; Paul Doty and Earl Houseweart, Doty & Doerner, Inc., Portland, and Dick Oki, Oki Nursery, Inc., Perkins, Calif.

Pacific coast growers who desire to register names of hollies new to horticulture can do so by contacting Dr. L. T. Blaney, department of horticulture, Oregon State College, Corvallis. Upon request he will furnish application for registration and

holly description forms prepared by the Holly Society of America, the holly registration authority of this country. A fee of \$2 is charged for the service.

At a meeting of the State Federation of Garden Clubs held at Pendleton, June 20 to 22, Claude Mills, Miller Products Co., Portland, was presented with an award of merit by the group. Mr. Mills is well known to Oregon nurserymen.

Krause Nursery, Inc., Spokane, Wash., has opened a second store in the north end of the city. Managing the store is Frank Vernon.

Howell Nursery Co., Inc., Salem, was recently opened by Elizabeth H. Rasmussen and Perl and Evelyn Bye. The firm will market nursery stock and produce and sell other agricultural and horticultural crops on the nursery grounds.

Linda Anne Potter, daughter of Charles H. Potter, Milwaukie, O. A. N. executive secretary, and Mrs. Potter, became the bride of Terry R. Busby, Oakgrove, June 26. The young couple enjoyed a wedding trip in British Columbia and is now at home at Portland. C. H. P.

AVERY STEINMETZ WED

Avery H. Steinmetz, president of the Portland Wholesale Nursery Co., Portland, Ore., and the former Mrs. Buena M. Mockmore, Ames, Ia., were married June 25 in the chapel of the First Presbyterian church, at Portland. The Steinmetz and Mockmore families have been lifelong friends.

Mrs. Steinmetz is retiring from the staff of the Iowa State College, Ames, where she has been associate professor of child development for the past six years. Prior to that she was dean of women at Oregon State College.

WESTERN PROPAGATORS

Plans are being made for the organization of a western group of nurserymen and others interested in propagation. A temporary organization group, with Don Hartman, Leonard Coates Nursery, San Jose, Calif., as chairman, will shortly announce the dates of a 2-day meeting near Monterey, Calif., at which organization will be completed and a program presented, according to Jack A. Wick, assistant executive secretary of the California Association of Nurserymen. In addition to California and Oregon nurserymen, interested persons in other western states are being invited to participate in fostering the conference.

Another bumper crop of

**MATLIN'S
ROSES**

Coming out in December

- Skillfully grown
- Carefully harvested
- Generously graded
- Expertly packed

To get your share—book early!

**1961 TRADE LIST
MAILED ON REQUEST**

MATLIN'S NURSERY

Wholesale Rose Growers
Corner Ely and Fern
Ontario, Calif.
Phone: YUKon 6-4561

PORTLAND WHOLESALE NURSERY CO.

5050 S. E. STARK ST.

Avery H. Steinmetz
Paul E. Van Allen

PORTLAND 15, OREGON

Excellent Supply
Increased Variety
Oregon-Grown Quality
MAY WE HEAR
FROM YOU?

Quality Stock

CONIFERS AND BROAD-LEAVED
EVERGREENS
SHADE AND FLOWERING TREES
FRUIT TREE SEEDLINGS
FRUIT TREES
DECIDUOUS SHRUBS
VINES AND BULBS
PORTLAND ROSES
NURSERY SUPPLIES

Write for our Catalog

CLASSIFIED ADS

Rate: 40 cents per line, each insertion.

Minimum order, \$4.00.

Instructions for the September 1 issue must be received by Friday, August 12.

Forms for September 15 issue will close Friday, August 26.

AZALEAS

BECKY AZALEA
Patent No. 1699.
Offering for September delivery.
Rate: 100 250 500 1000
4 to 6 ins. \$0.70 \$0.85 \$0.63 \$0.60
6 to 8 ins. 1.20 1.10 1.00 .90
8 to 10 ins. 1.45 1.35 1.25 1.15
F.O.B. Secane, Pa.
ORDER NOW!
VOSTERS NURSERIES AND GHSES., INC.
Secane, Pa.

AZALEAS
25 varieties.
Field-grown and rooted cuttings.
WIGMORE'S NURSERIES
Norman Ave., Riverside Pk., Riverside, N. J.
Phone BELmont 5-2210.

SEEDLINGS AND TRANSPLANTS
Hardy species and hybrids. See our ad on page 25 of May 15 issue.
JOHN VERMEULEN & SON
Neshanic Station, N. J.

BARBERIES

RED-LEAVED BARBERRY
2-yr. seedlings.
Write for price quotations.
PAUL J. SQUARE
120 Fairport Nursery Rd.
Painesville, O.

BULBS and TUBERS

DIRECT FROM GROWER
QUALITY GUARANTEED

INTERESTED in bulbs and perennials for fall delivery?

It will pay you to request our wholesale price list which offers a complete assortment of imported and domestic bulbs; both the NEWER introductions as well as all standard popular varieties.

Featured are **SPECIAL DISPLAY CASES** with excellent pictures.

Ask for your copy **TODAY**. You will be glad you did.

A. M. GROOTENDORST, INC.
P. O. Box 123 Benton Harbor, Mich.

BLEEDING HEARTS

Peonies, Irises

and other plants.

ROBINSON GARDENS

Since 1915 Scotts, Mich.

IMPORTED DUTCH FALL BULBS

Do you prefer quality? Send for our reasonable prices. We have for you, Tulips, Hyacinths, Daffodils, Crocus, Amaryllis, Peonies, Irises and many other kinds of flower bulbs.

J. LEEGWATER & SONS
2809 Highway Ave. Highland, Ind.

HOLLAND AND DOMESTIC BULBS

Write for our wholesale price list.
DE GROOT BULB CO.
12-02 Ellis Ave., P. O. Box 42
Fair Lawn, N. J.

DOGWOODS

DOGWOOD (CORNUS FLORIDA)
Priced \$8.00 to \$30.00, quantity 10 or more. From 7 to 18 ft. B&B. All nursery-grown stock. Send for price, state size; pickup at nursery. Cash sales.

GLOBE & ANCHOR NURSERY
Meyersville Rd. Chatham, N. J.
Phone ME 5-5501

EUONYMUS

EUONYMUS LINERS
ROOTED CUTTINGS from open frames.
Per 100 Per 1000
E. fortunei coloratus \$6.50 \$45.00
E. patens, small leaf 6.50 45.00
FOX NURSERY, HUMANSVILLE, MO.

EVERGREENS, Liners

ROOTED CUTTINGS
JAPANESE HOLLY, JUNIPER, TAXUS
We select only strong, sturdy cuttings which are then further graded. Hormone treatment and constant care assure top quality roots.

Ilex crenata convexa (bullata), 4-in. 25 up
Juniperus hor. Bar Harbor, 5 to 7 ins. 15
Juniperus hor. plumosa (Andorra), 5 to 7 13
Juniperus hor. wilsoni, 5 to 7 ins. 15
TAXUS (Yew) 25 up 250 up

Very special quotation on quantity.
baccata repandens, 6 ins. \$0.14 \$0.12
cuspidata, spreading, 8 ins.11 .09
cuspidata, spreading, 10 ins.13 .11
capitata, tip cuttings, 8 ins.13 .11
capitata, tip cuttings, 10 ins.15 .13
capitata, tip cuttings, 12 ins.18 .16
cuspidata intermedia, 6 ins.11 .09
cuspidata intermedia, 8 ins.13 .11
cuspidata nigra, 4 to 6 ins.15 .13
media compacta, 6 to 8 ins.11 .09
media halloran, 8 ins.13 .11
media hatfield, upright, 8 ins.13 .11
media hatfield, upright, 10 ins.15 .13
media hicksi, 6 ins.11 .09
media hicksi, 8 ins.13 .11
med. kelseyi (Berrybush), 6 ins.11 .09
8 ins.13 .11
media kelseyi, upright, 8 ins.15 .13
media verticalis, tall and slender; 6 ins.15 .13
(These are described and listed in our catalog, page 27. Try some, real good.)
JOHN VERMEULEN & SON, INC.
Neshanic Station, N. J.

EVERGREEN LINERS
POTTED, BEDDED CUTTINGS
POTTED LINERS Per 100 Per 1000
Juniper, Pfitzer, 2½-in. pots .. \$27.50 \$250.00
Juniper, Pfitzer compacta, 2½-in. pots 27.50 250.00
Juniper, glauca hetzi, 2½-in. pots 22.50 200.00
Taxus, Adams, 2½-in. pots 27.50 250.00
Taxus browni, 2½-in. pots 27.50 250.00
Taxus cuspidata, 2½-in. pots 27.50 250.00
Taxus hatfield, 2½-in. pots 27.50 250.00
Taxus intermedia, 2½-in. pots 27.50 250.00
Thuja pyramidalis, 2½-in. pots 22.50 200.00
Thuja woodwardi, 2½-in. pots 22.50 200.00

3-YR. BEDDED CUTTINGS
Taxus cuspidata 17.50 150.00
Taxus hicksi 17.50 150.00
Improved Pyramid 17.50 150.00
Juniper, Andorra 17.50 150.00
Siberian Arborvitae 17.50 150.00
Juniper, Pfitzer 17.50 150.00
order.

THE HOLLANDIA GARDENS

South Vienna, O.
5-YR. TRANSPLANTS, PER 100
Colorado Blue Spruce, 5 to 10 ins., \$7.50;
White or Norway Spruce, 6 to 12 ins., \$6.00;
Red Barberry, 10 to 18 ins., \$15.00.

3-YR. SEEDLINGS, PER 1000
Colorado Blue Spruce, 3 to 6 ins., \$22.00; Norway Spruce, 4 to 9 ins., \$16.00.

4-YR. SEEDLINGS, PER 1000
Colorado Blue Spruce, 5 to 8 ins., \$28.00; 8 to 12 ins., \$35.00; Concolor Fir, 6 to 10 ins., \$55.00.

3-yr. Red Barberry seedlings, \$6.00 per 100.
8-yr. Colorado Blue Spruce, TT, 15 to 24 ins., \$1.50, lots of 50.

HENRY FISCHER, ROTHBURY, MICH.

MIAMI NURSERY PRICE LIST

2-YR. POTTED STOCK
The finest: Taxus, Arborvitae, Junipers and broad-leaved liners and rooted cuttings.

2-yr., pot-grown stock, 7 to 9 ins., sheared, 20c to 26c each, per 1000 rate.

1-yr.-old, heavy rooted cuttings, 8c to 10c, per 1000 rate.

NOTE: Write for price list with full line of potted stock and rooted cuttings. "GET ACQUAINTED" OFFER on 250 2-yr. pot plants or 250 rooted cuttings. Special prices on large quantities. Samples free on request.

Call collect TIPP CITY, MO 7-6398.

MIAMI NURSERY CO., TIPP CITY, O.

SCOTCH PINE SEEDLINGS

French strain.
5 to 10 ins., 2-yr., \$14.00 per 1000.

Transportation paid.
ST. REGIS TREE NURSERY
St. Regis Falls, N. Y.

KOSTER BLUE SPRUCE

1-yr. grafts, \$1.50.
Fall delivery.
Cash with order.

FOUR STAR NURSERY

6215 238 St., S. W. Edmonds, Wash.

SPECIAL FALL PRICES, 250,000 LINERS

Taxus cuspidata, 1, 2, 3 and 4 yrs.
Taxus hicksi, 1, 2, 3 and 4 yrs.
Taxus browni, 2 and 3 yrs.

Write for price list.

Special prices on lots of 5000.

DRAKE'S NURSERIES
G-4342 Branch Rd. Flint 6, Mich.

Start Your Offer Now
in the American Nurseryman
And Watch Sales Climb

EVERGREENS, B&B

9 ACRES EVERGREENS
ALL STOCK MUST BE SOLD
2500 Canadian Hemlock,
2 to 3 ft., B&B, sheared, \$1.50.
2500 Ilex, crenata, bullata
and rotundifolia, 15 to 18 ins. B&B, \$1.00.
Complete assortment of nursery stock, all popular varieties, many sizes. All stock in this field must be sold at any price. No reasonable offer refused.

E. H. MOUQUIN, INC.
Old Brookville, P. O. Glen Head, N. Y.
Phone ORiole 6-0630.

2500 POTTED EVERGREENS

SPECIMEN PLANTS IN LARGE POTS

ARBORVITAE, Woodward globe,
10 to 12, 12 to 15 and 15 to 18 ins.

Dark green Am., 18 to 24 and 24 to 30 ins.

JUNIPERS, Hetzi, 15 to 18 and 18 to 24 ins.

Andorra, 15 to 18 and 18 to 24 ins.

We have a general line of
Evergreens, Shrubs and shade trees.

Visitors welcome.
NAGLE'S NURSERY
R. 2, Box 267 Decatur, Mich.
Phone Garfield 3-3739

EVERGREENS

AMERICAN RED PINE
2 to 3 3 to 3½ 3½ to 4 4 to 4½ 4½ to 5

\$2.50 \$3.00 \$3.50 \$4.25 \$4.50

EASTERN WHITE PINE
\$2.75 \$3.25 \$3.75 \$4.50 \$5.50

Planted as 3 and 4-yr. transplants in 1952.
Trimmed carefully for 6 consecutive years.

Above are all top quality, choice plants, B&B.

WADE CHRISTMAS TREE FARMS
Route 1 Bellville, O.

REMOVAL SALE

2500 Colorado Spruce, 7½ yrs. old, average
20 to 30 ins., excellent color; 1000 rate, \$1.10

each; 500 rate, \$1.25 each; 250 rate, \$1.40

each; 100 rate, \$1.60 each. All to be removed
as row-run; you dig them.

EVERGREEN GARDENS
Goshorn Lake, 2 miles north of Saugatuck,
Mich. (US 31 and 64th St.)

Mailing address: Route 1, Holland, Mich.

CHOICE TAXUS

1000 Taxus capitata, 2, 3, 4, 5 ft. Heavy.

1000 Taxus browni, 1½, 2 ft. Heavy.

All full bodied, compact plants.

1000 Taxus hicksi, 2, 3, 4 ft.

Mostly single leaders.

1000 Ilex hetzi, 1½ to 2 ft. Heavy.

Priced to sell. Contact
OWL CREEK NURSERY
Fredericktown, O.

Turn Stock into Dollars
by Listing It in the Classified Ads
of the American Nurseryman.

FOLIAGE PLANTS

BIG-LEAVED PHILODENDRON
TOTEM POLES

Pertusum, 6-in. plastic pot on 24-in. cy-

press slab, 2 plants per pot, \$1.40 each pot.

Hastatum, 6-in. plastic pot on 24-in. cy-

press slab, 2 plants per pot, \$1.40 each pot.

The above 6-in. pots packed 9 per carton.

No packing charge.
BAYWOOD NURSERIES CO., INC.
P. O. Box 24 Plymouth, Fla.

DYED GREEN PLANT STAKES

Hand selected and dyed a rich forest green. Uniform lead pencil thickness.

Size	Price per bale of 2000
1 1/2 ft.	\$ 6.00
2 ft.	8.00
2 1/2 ft.	10.00
3 ft.	13.00
4 ft.	18.00
5 ft.	24.00
6 ft.	33.00

SPLIT BAMBOO PLANT STAKES

for lighter staking.

Size	Price per bale of 2000
12-in.	\$ 5.00
15-in.	7.00
18-in.	9.00
24-in.	11.00

IMPORTED**NURSERY BAMBOO STAKES**

Extra heavy for staking trees, evergreens, Dahlias and other large plants.

Butt cut with a minimum of taper.

Size-diam.	Contents	Price per bale
3 ft., 1/2-in.	1000	\$17.50
4 ft., 1/2-in.	500	22.50
5 ft., 1/2-in.	250	17.50
6 ft., 1/2-in.	200	17.50
7 ft., 1/2-in.	150	19.00
8 ft., 1/2-in.	100	16.00

QUANTITY DISCOUNTS

5 bales up, less 5 per cent
10 bales up, less 10 per cent
25 bales up, less 15 per cent

Our generous quantity discounts apply to all orders for all types of stakes.

F.O.B. NEW JERSEY AND CHICAGO.
SOLD IN BALE LOTS ONLY.

McHUTCHISON & CO.

695-N Grand Ave. Ridgefield, N. J.

NATURAL BAMBOO STAKES

PER 100	1/2-in.	3/4-in.	1-in.	1 1/4-in.
4 ft.	\$2.88	\$3.44	\$4.25	\$5.60
5 ft.	3.60	4.30	5.30	7.00
6 ft.	4.30	5.16	6.36	8.40
7 ft.	5.00	6.02	7.42	9.80
8 ft.	5.70	6.88	8.48	11.20
10 ft.	6.80	8.20	10.00	14.00
12 ft.	8.00	9.60	12.00	16.30

Approximate thickness at bottom end.

F.O.B. Livonia, La. 2000 up, less 5 per cent;
5000 up, less 10 per cent.

A. C. PATTERSON, PRISCO, LA.

FORMERLY OF CENTERTOWN, KY.

OUTDOOR BAMBOO STAKES

All sizes for immediate delivery.

Ask for our Nursery Supply List.

HALF MOON CO., Box 27A, Plainfield, N. J.

If you don't find it listed here
try a Want Ad in the next issue
of the American Nurseryman.

CONTAINERS

Planters, see our display ad on page 95.
Louisville Cooperage Co., Louisville, Ky.

FERTILIZERS**PETERS SPECIAL**

A complete line of soluble and long-life fertilizer formulas specially designed for the commercial grower and manufactured by the Robert B. Peters Co., Inc., the trade's leading commercial soil test laboratory. Drop a card for complete price list and your free brochure, "The Peters System of Soil Fertility Control."

ROBERT B. PETERS CO., INC.
2833 Pennsylvania St. Allentown, Pa.

Small Ads Do Great Things in the
American Nurseryman Classified Section.

FLATS**CYPRESS FLATS****TOP GRADE FLATS THAT LAST.**

No.	Size I.S.M.	Per 100	Wt.
1.	14x20x2 3/4 ins.	\$25.00	590
2.	14x20x3 ins.	29.00	680
3.	12x16x2 3/4 ins.	20.00	440
4.	14x16x2 3/4 ins.	22.00	510
5.	15x22x2 3/4 ins.	29.00	670
6.	15x22x3 ins.	33.00	780
7.	11 1/4 x 22 1/2 x 2 3/4 ins.	23.00	540

Any size to order. Bottoms and sides 1/2-in. thick; ends 3/4-in. All planned one side. 5 per cent discount on orders for 500 or more. Terms: Cash. Up to 3 lines printing. \$1.00 setup charge plus 1c per end piece. Shipped K.D., units of 25. F.O.B. Williamson, N. C., truck.

H. C. HILL & SONS

P. O. Box 747 Williamston, N. C.
Phone Swift 2-4127

CYPRESS FLATS, K. D.

Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure, \$38.00 per 100.

1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft., \$3.50 per bdl.
50 pcs. to bundle, 5 ft., \$4.50 per bdl.
50 pcs. to bundle, 6 ft., \$5.50 per bdl.

Ship same day.

YOHO & HOOKER, YOUNGSTOWN 2, O.

WHITE CEDAR FLATS

Order by No.	Size	Price per 100	Wt. per 100
No. 1.	14x20x2 3/4-in.	\$27.75	320
No. 2.	14x20x3-in.	32.00	400
No. 3.	12x16x2 3/4-in.	21.00	260
No. 4.	12x16x3-in.	24.75	275
No. 5.	14x16x2 3/4-in.	23.75	275
No. 6.	14x16x3-in.	28.00	290
No. 7.	15x22x2 3/4-in.	31.50	380
No. 8.	15x22x3-in.	35.75	425
No. 9.	11 1/4 x 22 1/2 x 2 3/4-in.	25.75	320
No. 10.	11 1/4 x 22 1/2 x 3-in.	29.50	400
No. 11.	14x16x5-in.	32.75	450
No. 12.	5x11x5-in.	16.75	160
No. 13.	5x16x5-in.	19.00	215
No. 14.	5x11x1 1/2-in.	8.00	60
No. 15.	5x11x2 1/2-in.	10.50	65

Skeleton flats to carry TEKPAKS and similar growing containers. (Write us for price list.)

All other sizes quoted on request.
Bottoms and sides are 1/2-in. thick and ends are 3/4-in. thick. Plant boxes are made of thinner lumber. Your name and address printed, up to 3 lines in black ink, on one or both end pieces at the following rates:
\$1.00 setup charge, plus 1/4c per end piece.
Shipped K.D. in units of 25. F.O.B. Cook.
All shipments by truck unless otherwise specified.

QUANTITY DISCOUNTS

Order totaling \$100.00 to \$200.00, 5 per cent;
\$200.00 to \$400.00, 6 per cent;
\$400.00 to \$600.00, 7 per cent;
\$600.00 to \$800.00, 8 per cent;
\$800.00 to \$1000.00, 9 per cent;
\$1000.00 and over, 10 per cent.

TERMS: 2 per cent, check with order;
1 per cent 30 days, net 60.

C. HILL & SONS, INC.
Phone North 6-3348 Cook, Minn.

JIFFY-POTS**JIFFY-POTS**

All sizes available for prompt shipment at standard prices.

McHUTCHISON & CO.

695-N Grand Ave. Ridgefield, N. J.

LABELS**DAHLIA OR TREE LABELS**

Size	Plain	Painted
3 1/4 x 5/8 ins., notched, not wired.	\$3.00	\$3.60
3 1/4 x 5/8 ins., wired (copper)	3.95	4.90
4 x 5/8 ins. (cartons 1000 each)	3.95	4.60
5 x 5/8 ins. (cartons 1000 each)	4.30	5.10
6 x 5/8 ins. (cartons 1000 each)	4.70	5.80

Size	Plain	Painted
8 x 5/8 ins. (cartons 500 each)	\$3.50	\$4.30
10 x 5/8 ins. (cartons 500 each)	4.20	5.10

GARDEN STAKES

Size	Plain	Painted
8 x 3/4 ins. (cartons 250 each)	3.00	3.60
10 x 3/4 ins. (cartons 250 each)	3.30	3.90
12 x 1 1/4 ins. (cartons 100 each)	2.00	2.40

Our labels are perfectly white and smooth on both sides and are pronounced by growers the best and most economical.

Catalog on request.

"We ship same day."

YOHO & HOOKER, YOUNGSTOWN 2, O.

FINEST BLANK OR PRINTED wood labels.

BENJ. CHASE CO., VI. Sta., DERRY, N. H.

PEAT MOSS

"BRODLEAF," Best Holland PEAT MOSS.
Gardner No. 110 and No. 85, Growers No. 120
Growers Jumbo No. 170. Two Bales Equal 3.
HALF MOON CO., Box 27A, Plainfield, N. J.

PLANT TIES**"QUIK-TIES," NEW, IMPROVED****PLASTIC PLANT TIES**

Guaranteed fade-proof.
Small, strong, almost invisible. Economical and easy to use. Packed in bundles of 250 ties for convenient use.

Size	Per carton of 10,000	Av. weight per carton
4-in.	\$10.00	5 lbs.
8-in.	18.00	10 lbs.
12-in.	27.00	14 lbs.

McHUTCHISON & CO.

695-N Grand Ave. Ridgefield, N. J.

9,500 Active Nurserymen

are in need of stock.

List your offerings in the

American Nurseryman Classified Section.

PLASTIC FILM**DUPONT'S WEATHEABLE MYLAR**

5 mil. NEW TYPE W-1

(One side exposure.)

Size	Price per 1000 sq. ft.
42 ins. wide x 100 ft. long roll.	\$52.50
48 ins. wide x 100 ft. long roll.	60.00
51 ins. wide x 100 ft. long roll.	63.75

1000-ft. rolls, same widths, 1 3/4c per sq. ft.
FREIGHT PREPAID, CASH WITH ORDER.

5 mil. TYPE W-2 (two side exposure) also available. Write for prices and information.
ROUGH BROS., INC.
4229 Spring Grove Ave. Cincinnati 23, O.

GER-PAK POLYETHYLENE FILM

SUN-RESISTANT BLACK FOR MULCHING .0015 MIL.

Size	Price per roll
3 ft. x 500 ft.	\$ 7.45
3 ft. x 1000 ft.	14.90
4 ft. x 1000 ft.	19.90

NATURAL TRANSPARENT ONLY

Size	Price per roll
4 ft. x 2 ins. x 200 ft.	\$ 5.55
8 ft. x 2 ins. x 200 ft.	11.10
12 ft. x 200 ft.	15.90

NATURAL TRANSPARENT ONLY

Size	Price per roll
.004 MIL. ALL ROLLS 100 FT. LONG	
3 ft. x 100 ft.	\$ 4.00
4 ft. x 100 ft.	5.30
6 ft. x 100 ft.	7.98
8 ft. x 100 ft.	10.65
14 ft. x 100 ft.	18.60

MINIMUM ORDER .004 mil. 4 rolls up to 8 ft. Write for low prices on quantity orders. Other sizes and mil. weights available up to 40 ft. in natural and black film.

PHONE BALDWIN 3-8277

DAYTON NURSERY & GARDEN SALES

P. O. Box 763 Dayton 1, O.

POLYETHYLENE FILM

1 1/2 mil., black, in 1000-ft. rolls, 3 ft. wide, \$20.40; 4 ft. wide, \$27.00.

2 mil., natural, in 200-ft. rolls, 4 ft. 2 ins. wide, \$8.00; 8 ft. 4 ins. wide, \$15.00; 12 ft. wide, \$21.60.

4 mil., natural, in 100-ft. rolls, 3 ft. wide, \$6.00; 4 ft. wide, \$8.00; 6 ft. wide, \$11.20; 8 ft. wide, \$14.40; 10 ft. wide, \$18.00; 12 ft. wide, \$21.60; 14 ft. wide, \$25.20; 16 ft. wide, \$28.80; 20 ft. wide, \$36.00; 24 ft. wide, \$43.20; 28 ft. wide, \$50.40; 32 ft. wide, \$57.60.

10 per cent discount on orders over \$24.00.

20 per cent discount on orders over \$60.00.

35 per cent discount on orders over 50,000 sq. ft.

We pay freight if check is with order.

6 mil. available in widths up to 32 ft.

ROUGH BROS.

4229 Spring Grove Ave. Cincinnati 23, O.

POLYETHYLENE FILM

Natural transparent, made from Du Pont Alathon, the amazing film for greenhouses.

.004 mil., all rolls 100 ft. long.

3 ft. wide by 100 ft. long. \$ 6.00 per roll

4 ft. wide by 100 ft. long. 8.00 per roll

6 ft. wide by 100 ft. long. 12.00 per roll

8 ft. wide by 100 ft. long. 16.00 per roll

Other sizes available up to 24 ft. wide.

Send \$1.00 for liberal sample.

3 ft. x 10 ft., postpaid.

Special deal for greenhouse construction.

5 rolls to 9 rolls, 25 per cent discount.

10 rolls or more, 33 1/2 per cent discount.

"We ship same day."

YOHO & HOOKER

520 Williamson Ave. Youngstown 1, O.

VIKING CLOTH—Plastic Sealed Burlap.

Let in light. Keep out Water, Wind.

In 50-yard rolls 5 ft. wide, \$38.00.

Polyethylene, Clear, Black, Rolls, Sts.

HALF MOON CO., Box 27A, Plainfield, N. J.

Turn your Surplus Stock

into cash

with a Classified Ad in

the American Nurseryman.

PLASTIC POTS**WILSON HIGH IMPACT****POLYSTYRENE PLASTIC POTS**

Attractive mottled colors in utility grade, sold in original cartons only. All priced F.O.B. Dayton, O.

Size	Per 1000	Wt.
2 -in., round, 1000 case	\$ 12.50	13 lbs.
2 1/2-in., round, 1000 case	15.00	24 lbs.
3 -in., round, 1000 case	19.00	38 lbs.
4 -in., round, 500 case	35.00	32 lbs.
4 -in., round tub, 500 case	35.00	33 lbs.
5 -in., round, 300 case	66.00	38 lbs.
6 -in., round, 120 case	120.00	34 lbs.
6 -in., round tub, 120 case	105.00	25 lbs.
7 -in., round, 72 case	175.00	30 lbs.
2 1/2-in., square, 1000 case	12.50	15 lbs.
2 1/2-in., square, 1000 case	15.00	22 lbs.
3 -in., square, 1000 case	19.00	36 lbs.
4 -in., square, 500 case	35.00	33 lbs.

Also available in solid pastel colors. Write for quote on colors. Send fifty cents (50c) for complete set of samples postpaid.

DAYTON NURSERY & GARDEN SALES

P. O. Box 763 Dayton 1, O.

Phone Baldwin 3-8277

PRINTING

Letterheads, 8 1/2 x 11 ins.; envelopes, 6 1/2 size; 250 of each, \$6.50, postpaid to zone 3.
H. Grebe, 306 Union St., Royersford, Pa.

REED MATS**GUARD 'N SHADE****DUTCH-MADE REED MATS**

Carefully woven with a generous amount of reed. Durable and easy to handle. Ideal for coldframe protection in spring and fall.

AVAILABLE IN 3 SIZES. F.O.B. AT-

LANTIC AND GREAT LAKES PORTS. 6x6

FT. SIZES AVAILABLE FOR IMMEDIATE

SPHAGNUM MOSS

Now available, 1960 crop of Wisconsin's finest, long, heavy-fibered sphagnum moss. Standard 12x14x43-in. bales, in both wire and burlap. We also have the finest milled sphagnum, unsurpassed for seed germination, in 2½, 5 and 9-bu. bags. Prompt shipment by rail, express or truck. Contact us for prices. Satisfaction guaranteed.

Warrens Moss Co., Box L, Warrens, Wis.
Phone Tomah 525.

FRESH, CLEAN SPHAGNUM MOSS

Write or phone City Point 133 for our low prices on wire-bound bales in truckloads or carlots.

TONY JAROMIN, CITY POINT, WIS.

STAKES**CYPRESS PLANT STAKES**

50 pieces to bundle
1x1-in.—3 ft., pointed\$3.00 per bundle
1x1-in.—4 ft., pointed 3.50 per bundle
1x1-in.—5 ft., pointed 4.50 per bundle
1x1-in.—6 ft., pointed 5.50 per bundle
1x1-in.—7 ft., pointed 7.00 per bundle

These stakes are made of cypress and redwood; are good, strong stakes and will give long service. "A little better than seems necessary."

WE SHIP SAME DAY!

YOHO & HOOKER

Youngstown 2, O.

STAKES, GALVANIZED HARD STEEL

GALVANIZED tree-guying WIRE.

HOSE for guy-wire PADDING.

Prices and samples sent on request.

SCHUPP SUPPLY CO., WILMETTE, ILL.

Plant Stakes, see large ad under Cane Stakes. McHutchison & Co., Ridgefield, N. J.

TRADE BOOKS**TRADE BOOKS.**

Descriptive book circulars available on request.

STANDARD CYCLOPEDIA OF HORTICULTURE.

3-Volume Set,

by L. H. Bailey, \$52.00.

MANUAL OF CULTIVATED TREES AND SHRUBS,

by Alfred Rehder, \$13.00.

GREENHOUSE HEATING AND CONSTRUCTION,

by H. E. Gray, \$1.50.

65 PRACTICAL GARDEN PLANS,

by John Elliott, \$1.00.

These books may be obtained, postpaid, at the publishers' prices indicated, from

AMERICAN NURSERYMAN

343 S. Dearborn St. Chicago 4, Ill.

Only FORKLIFT that Mounts

GLADDEN-HAAS, INC.
Owaso, Mich.

REDWOOD STAKES

Highest Quality • Lowest Prices

ALL SIZES

IMMEDIATE SHIPMENT

Write or call for information:

TED H. OLIVER & SONS

1226 W. 196th St. • Torrance, Calif.

Phones: DA 3-5340 — FA 1-2214

Growers Briefed On Pest Control On Long Island

By Robin Todd

Prof. John A. Weidhaas, Cornell University, Ithaca, N. Y., reviewed some of the insect pests that attack nursery crops at the past meeting of the Long Island Nurserymen's Association, growers' division. In addition, mist blowers and cultivators were demonstrated, and Ernest Mills, of the United States Department of the Interior, gave a discussion on preventing deer from trampling on and eating nursery stock.

Dr. Weidhaas reported having seen mines of the solitary leaf miner on white oak in the vicinity of Wyandanch. He recommended one tablespoonful of 25 per cent lindane wetting powder or two to four tablespoons of 25 per cent malathion wettable powder or one or two tablespoons of 50 per cent Sevin, per gallon of water. Actually, Sevin has not proved to be effective against this leaf miner, and he suggested it for trial only, as it has done an excellent job on birch leaf miner.

Dr. Weidhaas stated that kelthane, tedian and chlorobenzilate were excellent for controlling spider mites. He said that malathion was a good preventive miticide, but poor for cleaning up a heavy infestation. He discussed many eriophyid mites, such as those causing galls on maples and lindens, and blisters on beech; the privet rust mite on lindens, elms and ligustrums, and the taxus bud mites on *Taxus cuspidata capitata*. The privet rust mites are controlled by kelthane or chlorobenzilate. Taxus bud mites cause a blasting of buds with the presence of 100 to 300 mites per bud.

Mist Blower Use

Dr. Weidhaas thought that mist blowers might have a place as labor-savers in nurseries. He suggested that nurserymen should not soak nursery stock when using the blowers, but rather scatter the droplets over the plant. Because droplets do not make an even film, they may not give adequate control of scale insects, which do not move at certain periods of the year, or mites, which do not move over a large area.

For most mist blowing, 10 times the usual concentration of the insecticide or miticide is necessary for a normal spraying operation. There-

PREMIER
is
PREMIER
...in QUALITY
...in PACKAGING
...in PROFITS

The
self-selling
colorful
line

BALES: COMPRESSED



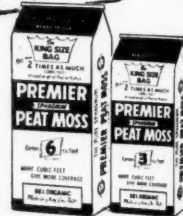
Large Bales
7 cu. ft.



Plastic Bales
6, 4, 1½, ¾ cu. ft.
Poly-laminated inside and outside

**BAGS: BULK-PACKED
READY TO USE**

Now in
**King Size
Bags**
ready to use



King Size Bags
6 & 3 cu. ft.
poly-laminated outside
with separate
poly bag inside

Also
**European
Peat Moss**
10½, 7½, 6,
4½ cu. ft.
bales

PLASTIC PACKAGES



3 & 1 pack

Any combination shipped in one carload.
Send for prices now

Premier Peat Moss Corp.,
535 Fifth Ave., New York 17, N.Y.
MUrray Hill 2-8586

PREMIER
Sphagnum
PEAT MOSS



BUY DIRECT FROM GOLD STAR XMAS TREE EXPORT CO.

CANADIAN OFFICE:
Antigonish, Nova Scotia
Telephone: 726, 727

U. S. A. OFFICE:
181 South Ave.
Weston 93, Mass.
Telephone: TWInbrook 4-5474



SELECTED

CANADIAN FIR BALSAM

SHIPPING AND GRADING YARDS:

Nova Scotia, New Brunswick and Quebec

QUALITY PACK:

50 to 60-lb. bundles (450 to 500 per carload)
5 to 11-ft. "Single Wraps" (1200 per carload)

ALL GRADING OF EVERY TREE IS UNDER OUR DIRECT SUPERVISION
WITH THE EMPHASIS ON QUALITY, NOT VOLUME.

Handcrafted NOVA SCOTIA BALSAM WREATHS also available.

WRITE for descriptive literature of our harvesting operations
in Canada and for delivered prices in trailerload (400 bundles)
and carload quantities.



12 ft.
in Each
Bundle



3 ft.
in Each
Bundle



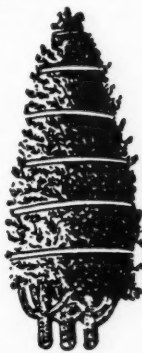
5 ft.
in Each
Bundle



6 ft.
in Each
Bundle



7 ft.
in Each
Bundle



8 ft.
in Each
Bundle



10 ft.
in Each
Bundle

for, if one pint of 20 per cent emulsifiable lindane to 100 gallons of water is used for a normal spray operation, the nurseryman should increase the concentration to one-fourth pint for two and one-half gallons or three and one-third table-spoonfuls per gallon in a tank mister.

Dr. Weidhaas reported that the European chafer had been found in Brooklyn and that Kings county and Governor's island had been quarantined under the government restrictions. He suggested that nurserymen be on the lookout for this pest and to report it immediately if found outside of the area named.

At the question and answer period, he suggested that malathion be applied to andromeda and rhododendron to control lacebugs, as they are common.

Blower Demonstration

James Maxwell, Harry C. Hyson Associates, demonstrated the Kieken, K. W. H. Holland portable mist blower. Using a common buckshot spray material, Mr. Maxwell

sprayed 3,000 square feet of pines, using one gallon. He had enough material left over to show that the mister would spray 15 feet into the air on a local oak.

William Bensch, Huntington, demonstrated his 27-inch, high-clearance tractor, with which he cultivates with four shoes, two on either side of a nursery row, and also applies a spray band of herbicide. He says that the herbicide—Simazine—does need some agitation, and this is developed by the movement of the tractor. He applies Simazine at the rate of six pounds of the actual chemical per acre, basing the acreage figure on the number of square feet covered in the band.

Deer Repellents

Ernest Mills, of the United States Department of the Interior, suggested ways that nurserymen might protect their nursery stock from being trampled upon and eaten by deer. He thought that in most cases deer repellents were of little value in summertime, although Zip and arasan

were effective in the winter. He reported that if the repellents were used in the summer, they would have to be applied every two to three weeks.

Mr. Mills reported that in New Hampshire farm owners found that a simply constructed fence, electrified, was effective. Such fencing could be utilized by nurserymen, if they had small areas to be protected and if there were not too many gates. This portable fence had a vertical post every 35 feet, with a wooden V placed sideways on each post. Wire was then run between posts from sockets on the three ends of the V. The lower point of the open end was placed one foot off the ground, and the upper one three feet above it. Both of these lines were charged by means of an electric battery. Suitable batteries last about five months and cost about \$6. The strange thing is that deer will not attempt to jump this fence, but would rather go under it. Occasionally one does break through; so, therefore, the nurseryman has to be on the alert. The

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$4.50 per inch, each insertion.

Lines: 40c line; minimum order \$4.00.

HELP WANTED

ATTRACTIVE OPENING FOR MARKETING MAN

If you can direct and promote volume sales of nursery products, we offer you a fine opportunity for substantial earnings.

Our co-op includes 18 wholesale growers of ornamentals, perennials, Christmas trees, evergreen seedlings and cuttings. We're going places and we need an experienced man who can produce at least \$500,000 sales annually with our top-quality lines.

Send qualifications to: Dennis Walters, Secretary, or Marion Van Slooten, President.

MICHIGAN'S WEST SHORE NURSERY MARKETING CO-OPERATIVE

96th Ave., at M-21

Zeeland, Mich.

BUSINESS OPPORTUNITY IN LANDSCAPE SALES-DESIGN

We can offer to the qualified individual (man or woman) the opportunity to operate on his own in the landscape field—in essence, in business for himself, but with our capital and physical assets behind him. In other words, a sound business opportunity for the individual who has the desire, initiative and experience, but lacks the capital to set up and run his own business. We are located in Trenton, N. J., area.

Please supply full particulars, including present employment and earnings, to Box 744, care of American Nurseryman.

FOR SALE

In a northern New England coastal city, retail florists' and nursery business. Two greenhouses, one 30x125 ft. and one 35x100 ft., with store attached. Well established in this location for 40 years.

Located on heavily traveled U. S. Rt. No. 1 with lots of business on either side. Land constantly increasing in value. Ideal for garden center. Cut flowers, potted plants and evergreens. Good wholesale connections. Wonderful opportunity for man with growing family or two partners. Present owners will assist with information. Write to Box 737, care of American Nurseryman.

HELP WANTED

SALESMEN

To call on trade in central states for large, old-established, mid-western wholesale nursery offering complete line. Many regular customers in territory. Liberal commissions. Drawing accounts can be arranged for salesmen who work full time and demonstrate ability to produce. Applicants should give full particulars regarding self, including references. Write Box 697, care of American Nurseryman.

HELP WANTED

SALESMAN

Experienced wholesale nursery salesman to cover established accounts in midwest area. Complete line of shade trees, shrubs, western-grown roses, evergreens, fruit trees and perennials. 700 acres of hardy, northern Iowa grown stock. Liberal draw and expense against commission. Send complete resume.

SHERMAN NURSERY CO.
Charles City, Iowa

HELP WANTED

LANDSCAPE DESIGNER

Full-time position with progressive, well-established landscape nursery. Must have at least 5 years' experience in designing and selling. For interview write or call Mr. Schuell or Mr. Snyder at:

SCHUELL NURSERIES
51027 Portage Rd., South Bend, Ind.
Phone CE 2-2091

HELP WANTED

EXPERIENCED LANDSCAPE SALES ARCHITECT

For Chicago metropolitan area (North Shore). Send complete resume and picture. State starting salary desired. Address reply to Box 738, care of American Nurseryman.

HELP WANTED

LANDSCAPE NURSERY FOREMAN

For Chicago metropolitan area (North Shore). Able to supervise 25 men. Must have previous experience. Send resume, picture and salary required.

Write Box 739,
care of American Nurseryman

HELP WANTED

WORKING LANDSCAPE FOREMAN

Good future with growing organization, established 25 years. Pay in direct proportion to responsibility assumed. A. A. N. insurance and two weeks' vacation with pay. Located in the cultural center of the Finger Lakes region of central New York. Please enclose resume of past experience and references in replying.

WHITE NURSERIES
The Plaza Ithaca, N. Y.
Phone: 42382

HELP WANTED

LANDSCAPE ARCHITECT

With above-average sales ability. Must have complete knowledge of plant material and be able to design both residential and industrial grounds. Immediate employment. Permanent position with insurance benefits. Salary and commission. Send complete resume, picture and references.

HALLA NURSERY
4917 Eden Ave., Minneapolis, Minn.

HELP WANTED

ASSISTANT GENERAL MANAGER

For growing retail garden center in Richmond's largest suburban area. Retail nursery experience necessary. We will appreciate a complete resume, references and snapshot.

DIGGS & BEADLES SEED CO.
6306 W. Broad St. Richmond, Va.

FOR SALE

IRRIGATION OUTFIT

Four-inch Marlow pump driven by 35-h.p. Wisconsin motor mounted on rubber. 1000 ft. of 3-in. aluminum pipe, 16 sprinklers with risers, various elbows, plugs and shut-off valve. All in excellent condition.

L. H. RUDE
R.D. 1, New Milford, Pa.
Phone: GENEVA 4-3081

HELP WANTED

FOREMAN OF GROUNDSMEN

Working knowledge of care, planting, feeding, diagnosing and treatment of diseases of grasses, trees, etc., a necessity. Need some experience in supervision. Pay based on qualifications; good fringe benefits. Write:

William R. Freed
Chief Personnel Officer
BALL STATE TEACHERS COLLEGE
Muncie, Ind.

HELP WANTED

Full-time sales representative to call on nurseries and chain accounts on the east coast. Liberal salary and travel expenses, plus bonus based on sales volume. Write Box 740, care of American Nurseryman.

HELP WANTED

LANDSCAPE FOREMAN

For landscape nursery and garden center in northern New Jersey. Excellent working conditions, good salary, bonus, vacations and benefits. Write Box 741, care of American Nurseryman.

HELP WANTED

LANDSCAPE ARCHITECT

Full-time position with well-established landscape nursery. Must be experienced in designing and selling. Send full resume to Box 742, care of American Nurseryman.

WANT ADSDisplay: **\$4.50** per inch, each insertion.Liners: **40¢** line; Minimum order **\$4.00**.**FOR SALE**

The Fairbury Nurseries, in one location 62 years. Building with 7000 sq. ft. of basement and same space above-ground; about ¼ block of ground near business district. Nursery stock on farm one mile from town, including large stock of juniper evergreens in small to medium sizes. Will rent you what ground you need on farm; you buy the building and the inventory of the stock with no charge for good will. At present time, building and inventory about \$17,000. Must be sold because of manager's age. Get ready for fall business that we could not do this spring because of heavy rains.

ROY HURLBURT
Fairbury, Neb.

FOR SALE

4½-acre nursery established 30 years. Wealthy clientele. It's here; make as much as you want. Owner wishes to retire.

WHISPERING PINES NURSERY
Phone: TW 6-1022 Aurora, Ill.

FOR SALE

6-acre evergreen container and propagating nursery. 1000 sq. ft. propagating house. 1200 sq. ft. lath house. 28x40-ft. concrete block building. Three-bedroom brick home with fireplace. All newly constructed. Located north of Milwaukee, Wis. Write Box 725, care of American Nurseryman.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE**EXCELLENT BUY**

Home and nursery. Strategic location and excellent nursery stock. All necessary equipment for successful operation. Write P. O. Box 3482, Daytona Beach, Fla.

SITUATION WANTED**DESIGNING—SELLING—SUPERVISING**

20 years of successful experience in all phases of landscape architecture; 12 years with nurseries needing the best in economic and aesthetic design and 8 years of professional practice. Good references from nurseries, architects and clients. Write Box 743, care of American Nurseryman.

FOR SALE—Immediately. Western New York, modern garden center and nursery in the heart of a rapidly developing area. Built in 1956, large modern structure, 400-ft. frontage on main highway, also 8-room home built in 1952, hot water heat, all grounds nicely landscaped. Two greenhouses, coldframes, 2 large lath houses, equipment, storage sheds and stock. 1959 Ford truck and tractor, plus several pieces of landscape equipment. \$200,000 year potential for alert, ambitious, experienced party. Reason for selling, health and other interests. Immediate occupancy and terms to the right party. The possibilities are unlimited in this area. Contact for further information and pictures. Write Box 745, care of American Nurseryman.

fence is not something that he can erect and then forget.

In the question and answer period, he said that dried blood was only partially effective as a deer repellent. For rabbits, he recommended the same repellents as for the deer.

R. T.

THE HONEYSUCKLES

[Continued from page 17]

L. bella atrosea: 6, Z 4, (morrowi x tatarica)—Flowers a deep pink, deeper than those of variety rosea, hence the better variety.

L. b. candida: 6, Z 4, (morrowi x tatarica) — With pure white flowers. The variety in the trade termed *L. bella albida* is probably identical. Hybrid vigor is apparent in these varieties, for they are all fast growing and most floriferous.

L. b. rosea—Similar to the above but with flowers a very light pink color; undoubtedly badly mixed in the trade with variety *atrosea*, which has deeper pink flowers.

L. browni: Vine, Z 5, (semper-virens x hirsuta), Brown's honeysuckle—Somewhat similar to *L. semper-virens*, but apparently popular in Europe, not in America. Several varieties (*fuchsoides*, *plantierensis*, *punica* and young) differ chiefly in flower color, which varies from scarlet to orange red.

L. caprifolium: Twining vine, Z 5, Europe, sweet honeysuckle—Produces beautiful, fragrant, yellowish-white flowers two inches long in whorls from June onward. The fruit is orange, and the vine will twine up to 20 feet.

L. chrysantha: 12, Z 3, China and Japan, coralline honeysuckle—Flowers are a pale yellow, borne in pairs in May and June; the fruits are a bright coral red. Retained in this recommended list for its hardiness and its height.

Clavey's Dwarf — This originated several years prior to 1955 at Clavey's Ravinia Nurseries, Deerfield, Ill. It has been widely distributed, making a low, quick-growing hedge needing little shearing. Mature plants are said to be six feet tall, but most I have seen are only half this height. The flowers are white, smaller than those of *L. tatarica* and not at all showy.

L. deflexicalyx: 9, Z 5, China—The profuse yellow flowers are borne in pairs during May and June. The fruit is a bright orange red.

Dropmore—A hybrid of *L. bella* raised by F. L. Skinner, Dropmore, Manitoba, Canada, with pure white flowers. It grows six to eight feet tall with a graceful pendulous habit, blooms and fruits freely and is thor-



Enhance Beauty . . .
Build Profits . . .
with New

MORRISON Curb and Lawn Edging!

Strong, pliable hot-rolled steel curbing prevents scattering of gravel, break-up and erosion of solid paving materials, encroachment of grass on other planted areas.

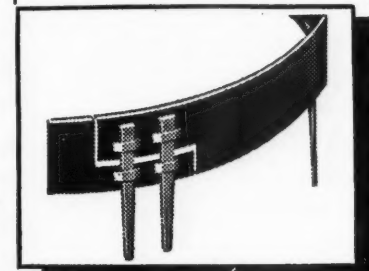
● Heavily coated with special green paint ● lasts indefinitely ● can't warp, splinter, rot ● unaffected by frost ● nonporous ● impenetrable by roots.

Write for
complete information

MORRISON STEEL CO.

475 Jersey Avenue
New Brunswick, N. J.

Installation is simple . . . sections
are just positioned and joined!



**YOUR
NAME
ON YOUR OWN
LABELS
SELLS MORE
INSECTICIDES
AND
WEED KILLERS
MAKES MORE
PROFIT!**

You can make up to 75% profit on your own items!

**YOU GET A PRIVATE
LABEL ON A PROVEN
PRODUCT**

You get formulation passed and approved by U. S. D. A. and product insurance guarantee. You get your own name brand and your customers have to return to your store for repeat business. You build more sales for greater volume and greater profit. It's your best insurance against competition.

WRITE FOR DETAILS!

BONIDE CHEMICAL CO. (Est. 1926)
382 N. Genesee
Utica 4, N. Y.



Gentlemen:

I am interested in more details on having my own private label insecticides and fungicides.

NAME

FIRM

ADDRESS

oughly hardy at Dropmore; thus, hardy in zone 3. Our plant is eight feet tall and 12 feet in diameter.

L. etrusca superba: Vine, Z 7, S. Europe, cream honeysuckle—The flower clusters of this variety are larger than those of the species, and the plant is more vigorous. In some areas it is half evergreen, in others deciduous. A climber with reddish-purple shoots, superb blooms in mid-summer, producing fragrant flowers that are yellowish, suffused with red, two inches long and trumpet shaped.

L. flava: Vine, Z 5, S. E. United States, yellow honeysuckle—The fragrant, orange-yellow, trumpet-shaped flowers are produced in one to three whorls per stalk. It twines only slightly, but is considered to be the handsomest of our native honeysuckles.

L. fragrantissima: 6, Z 5, China, winter honeysuckle—Blooming in mid-April with very fragrant flowers, this is a common favorite, half evergreen in the south. One of the few honeysuckles to bear flowers on the previous year's growth. It is one of the first of this genus to bear red fruits in late May. These are quickly eaten by the birds. It has a poor, open habit of growth, but this can be controlled with proper pruning.

Goldflame—See *L. Heckrottii*.

L. Heckrottii: Vinelike, Z 5, origin unknown, everblooming honeysuckle—This has often been considered one of the best of the climbing honeysuckles. It flowers in June with pink (outside) and yellow (inside) corolla, blooming throughout the summer. The buds are actually carmine, and, as they open, the yellow inside the corolla lends a beautiful second color to the combination. The Willis Nursery, Ottawa, Kan., has called this species Goldflame, a name which has increased its sale markedly.

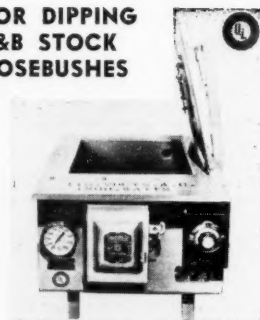
L. henryi: Vine, Z 4, China, Henry honeysuckle—The flowers are yellowish to purplish red, the fruits black. This is a half-evergreen vine without the runaway vigor of Hall's honeysuckle and thus makes an excellent, controllable ground cover.

L. hildebrandtiana: Vine, Z 9, Burma and China, giant honeysuckle—The fragrant flowers are creamy white, changing to rich orange, borne in pairs three and one-half to six inches long. Climbing 60 to 80 feet, this has the largest flowers, fruits and leaves of all the climbing honeysuckles and is evergreen but is only hardy in the deep south.

L. japonica aureo-reticulata: Vine, Z 4, E. Asia, gold net honeysuckle—Not so vigorous as Hall's honeysuckle, this variety has leaves with a pleasing

COOPER'S WAX TANKS

**FOR DIPPING
B&B STOCK
ROSEBUSHES**



**COOPER'S TANKS ARE
U. L. APPROVED.**

Sizes: 5 gals., 12½ gals., 30 gals., 60 gals. and larger. Electrically heated; thermostatically controlled. Insulated and fusible closing device lid.

WRITE FOR CATALOG ON TANKS

"If It's Cooper's, It's Good"

Supplying largest nationally known industrial firms in U. S.

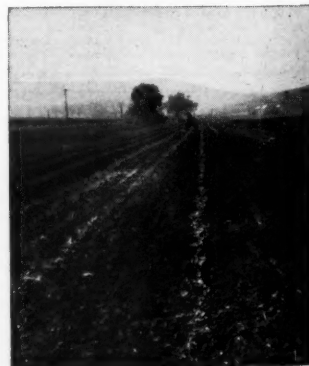
D. C. COOPER CO.
1467-69 S. Michigan Ave.
Chicago 5, Ill.

Phone: HArrison 7-8046-49

**NEWEST METHOD IN
WEED CONTROL**

**CULTIVATES SAFELY
BETWEEN EACH PLANT**

**WHY RISK YOUR CROP
WITH CHEMICAL
WEED CONTROL?**



NOTE COMPLETE CULTIVATION
Write for descriptive literature and prices now.

BUDDINGH InROW WEEDER CO.
Box 54 Dutton, Mich.

yellow netted marking giving rise to the common name. It colors best in the full sun.

L. j. halliana: Twining vine, Z 4, E. Asia, Hall's honeysuckle—Actually a weed and a nuisance in many areas where it has escaped cultivation; commonly known to all growers.

L. j. repens—Not so vigorous as Hall's honeysuckle and a neater plant; otherwise similar to it. The lower leaves are sometimes lobed.

L. korolkowi: 12, Z 5, Turkestan, blue-leaved honeysuckle—Apparently this species and its variety *floribunda* are inseparably mixed in the trade. The variety is supposed to be the better of the two in flower, but as far as I can tell from our specimens, they are definitely similar. Both have gray-green foliage that makes them desirable in the landscape.

L. k. aurora—A superior variety, with moderate purplish-pink flowers (2.5 RP 6/10 Nickerson Color Fan) up to three quarters of an inch in diameter. This blooms profusely.

L. k. zabeli—Has flowers a darker red than all shrub honeysuckles but Arnold Red, which is the darkest.

L. maackii: 15, Z 2, Manchuria and Korea, Amur honeysuckle — The chances are that this species and its variety *podocarpa* are badly mixed in nurseries. The species is much harder, has larger flowers and the variety is more wide-spreading. The Amur honeysuckle is one of the tallest and hardiest of all the honeysuckles. The flowers appear in early June and the red fruits are held until November, as are the leaves also.

L. morrowi: 6, Z 3, Japan, Morrow honeysuckle—A wide, rounded, dense bush with gray-green leaves; white flowers, maturing to yellow, and dark red fruits. The true species is desirable, but it has been grown from seeds so much that the real plant is extremely difficult to find anywhere. Most plants being offered under this name now are upright hybrids (*morrowi* x *tatarica*) and are decidedly mediocre as ornamentals.

L. nitida: 6, Z 7, central and west China, box honeysuckle — With creamy-white fragrant flowers, which are none too profuse, and blue fruits, this twiggy shrub is a small-leaved evergreen (leaves about one-half inch long) and is excellent for clipped hedges. It withstands salt water spray well.

L. pileata: 4, Z 5, China, privet honeysuckle—Deciduous or evergreen low shrub; flowers have little beauty, and, though the fruit is translucent, it is usually sparsely borne. Does well at the seashore. Apparently



The Evergreen Gardens, Apopka, Florida

LUMITE® Saran Shade Cloth
"grows variety of foliage plants
BETTER THAN ANY SHADE MATERIAL"...

That's what The Evergreen Gardens at Apopka, Florida says about the new slat weave Lumite Shade Cloth that provides 78% actual shade! Lasts for years. Easy to install. Lowest annual cost. Full range of shading.

Write today for FREE SAMPLES and prices.

LUMITE® DIVISION, BOX 36
Chicopee Manufacturing Corp.
Cornelia, Georgia

PLANTERS

Large-Size, Long-Lasting Tubs

Approximately 15 ins. deep, 25 ins. at top, 20 ins. at bottom. Made from used whiskey barrels. Available painted or unpainted, to wholesalers and retailers.

Write, Wire or Call:

LOUISVILLE COOPERAGE CO.

421 W. Avery St.

Phone: Melrose 7-4711

Louisville 8, Ky.



HAND TRUCKS

Especially built for handling
B&B nursery material. Are
built in three sizes, with
capacity up to 1500 lbs.

Illustrated is our small
model truck. One man
can easily handle 600-lb.
ball.

Write for folder giving
details and prices.



THE GARDEN SHOP, Inc.

Phone Niagara 2-4838 (Kansas City, Mo.)
6315 West 75th St. Overland Park, Kansas

CUT CHRISTMAS TREES PREMIUM SCOTCH PINE

- Pruned for 5 years
- Excellent color
- Plantation-grown

Truck or carloads.

Shipping for 10 years to Ohio and Michigan nurserymen.

FISHER TREES LTD.

14 Marla Crescent

London, Ont., Canada

Phones:

London, Ont.
General 9-2851

Chatham, Ont.
ELgin 2-9313

GROW BETTER PLANTS! USE

THE PETERS SYSTEM OF SOIL FERTILITY CONTROL

SEE OUR CLASSIFIED AD IN THIS ISSUE

Flower Grower,

The Home Garden Magazine, is
bought, read and loved by 400,-
000 families in suburbs and small
towns.

John R. Whiting, Publisher

Robert G. Miner, Advertising Director

One Park Ave.
New York 16, N. Y.

SHINGLE TOW

Produced from Soft Hardwoods—
NO OAK

Minimum cars, 450 bales of
approximately 80 lbs. each.
\$12.50 per ton F.O.B. mill.

Special Discount on Orders Received
Now: Shipment at Our Convenience.

DAYTON VENEER & LUMBER MILLS
Phone: L. D. 25 Americus, Ga.

young plants tend to be more ever-
green than older ones, withstanding
some shade.

L. prostrata: Prostrate shrub, Z 5,
W. China, creeping honeysuckle—
E. H. Wilson said this was especially
useful in bank planting or as a
ground cover. The flowers are pale
yellow and have no fragrance, and
the reddish fruits are egg shaped.
Nothing to commend it except its
habit: With branches flat on the
ground, the plant makes a low hemi-
spherical mass of foliage.

L. pyrenaica: 2 to 3, Z 5, S. E. Eu-
rope, Pyrenees honeysuckle—This
plant is an interesting dwarf, not
thoroughly hardy in the Arnold Ar-
boretum. Of value only because of its
size. The flowers are pinkish to white,
and the fruits, united at the base, are
red.

Redgold—See *L. tellmanniana*.

L. sempervirens: Vine, Z 3, E.
United States, trumpet honeysuckle
—The orange, scarlet or yellow flow-
ers of this straggly vine make it most
conspicuous. The trumpet-shaped
flowers are two inches long but are
not fragrant. Occasionally it becomes
infested with plant lice but it is the
hardiest of all the honeysuckle vines
and as such has merit.

L. s. sulphurea—With yellow flow-
ers.

L. s. superba—With bright scarlet
flowers. It is highly probable that this
variety is being offered under several
names. Magnifica, Dreer's Ever-
blooming, Red Coral, Red Trumpet
and Rubra are offered in various
parts of the country, probably all
traceable to a selection made by
Dreer's, Philadelphia, Pa., 30 to 40
years ago, a variety that blooms al-
most continuously in the summer
when grown in full sunshine.

L. syringantha: 6, Z 4, N. W.
China, lilac honeysuckle—With high-
ly fragrant lilac-colored flowers that
are not always abundantly borne. It
has a moundlike, sprawling habit of
growth and red fruit. H. G. Hillier,
England, has selected a seedling
which he states has slightly larger
flowers than the species and which he
has given the varietal name of grand-
iflora.

L. s. wolfei: 4—Of more prostrate
habit than the species and producing
carmine flowers which are especial-
ly fragrant.

L. tatarica: 9, Z 3, S. Russia, Tata-
rian honeysuckle—A vigorous up-
right-growing shrub with pink to
white, very fragrant flowers and red
or yellow fruits, one of the most de-
pendable and hardy of ornamental
shrubs. Many selections have been
made, but unfortunately most show a
leggy condition at the base as the

MENNE-POTS

MAKE MORE MONEY

...with less work!

Customers prefer nursery stock in Menne-Pots because of handling ease and they can be carried in a car without dirt or muss. Menne-Pots are perfect for merchandising roses, shrubs, trees, annuals, perennials, etc. ... in full flower ... and all season!

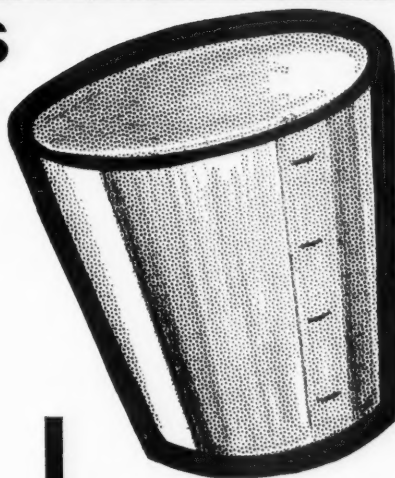
MENNE PEAT POTS

Once you use a MENNE PEAT POT you'll never buy anything else. These top-quality domestic made peat pots save you labor of transplanting to field or bench. No labor and time wasted in storing pots. MENNE PEAT POTS also eliminate transplant shock and promote faster, stronger growth. You're sure to get top prices and more satisfied customers. For bigger profits next season, order your MENNE PEAT POTS today!

DISTRIBUTORS FOR MENNE-POTS

New York	Jackson & Perkins Co., Newark
	Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island)
Ohio	Seward Transportation Co., 1294 Madison Ave., Painesville
	Horticultural Supply Co., 2181 E. 55th St., Cleveland 3
	L. G. Harmon & Son, 1800 19th St., Canton 4
Pennsylvania	E. C. Geiger, North Wales
	Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh
New Jersey	New Yorker Bag & Burlap Co., 651 Marshall St., Elizabeth
	Somerset Rose Nursery, Inc., New Brunswick
Illinois	Quackenbush Industries, Inc., 9245 Cherry St., Franklin Park
Michigan	Growers Exchange, Inc., P. O. Box 397, Farmington
	Strickland Seed Store, 1429 Gratiot Ave., Detroit
Minnesota	Kelley & Kelley, Inc., Long Lake
Massachusetts	J. Shore & Co., 101-103 Second St., Chelsea
Oregon	Portland Wholesale Nursery Co., 8050 S. E. Stark St., Portland
Canada	The Sheridan Nurseries, Ltd., Sheridan, Ontario

(Prices vary slightly in areas serviced by distributors)



MENNE-POTS INC.

Please send me complete sample set of Menne-Pots and Menne Peat Pots.

I enclose \$1.50.

AN 8-1

Name

Address

City

Zone State



Send for a sample set of
Menne-Pots and
Menne Peat Pots today

plants mature. A few of the worthy varieties are:

alba—Flowers pure white.

Arnold Red—Darkest red flowers of any shrub honeysuckle; large red fruits.

grandiflora—With large white flowers, sometimes called Bride.

leroyana—A dwarf variety three feet tall; flowers few, with pink and white stripes, one and one-quarter inches in diameter; valued for its low height.

lutea—Fruits yellow, flowers with pink stripes in center of petals, edges white. The flowers of varieties *punica* and *elegans* are similar, but, because of the bright yellow fruits, *lutea* is selected as the best of this group.

Morden Orange—Very pale pink flowers; fruits orange. Originated at the Dominion experimental station, Morden, Manitoba, Canada, but not deemed worthy of introduction by the station staff. Introduced by a United States nursery.

nana—Plants three feet high, pink flowers.

parviflora—One of the best varieties for white flowers.

rosea—Flowers rosy pink outside, light pink inside.

sibirica—Flowers with deep pink stripes in center of petals and white

margins; leaves larger than those of species.

virginalis—rosy-pink flower buds and flowers, the largest flowers of any *L. tatarica* variety.

L. tellmanniana: Vine, Z 5, (tragophylla x sempervirens), Tellmann honeysuckle—A deciduous climbing vine, with flowers in terminal heads of six to 12 flowers in each cluster. They are two inches long and one inch across, a beautiful yellow, the buds having a touch of red. (Commonly called Redgold by Willis Nursery Co., Ottawa, Kan. This is a mere replacing of the species common name.)

L. thibetica: 4, Z 4, W. China, Tibet honeysuckle—The flowers are lilac colored and especially fragrant, the fruits red. It is a deciduous, low-spreading shrub, sometimes with a width of six to 10 feet. Underside of leaves is covered with a felt of pale gray hairs.

L. tragophylla: Z 5, China, Chinese woodbine—A climbing shrub with bright yellow flowers in large terminal heads of 10 to 20 flowers in each head. They are not fragrant, and the plant does best in semishade. This apparently does best in limestone soils.

L. yunnanensis: Twining shrub, Z

7, China, Yunnan honeysuckle—Low creeper with yellow flowers.

Loniceras To Discard

- A—differs little from species.
- B—inferior to or no better than other recommended species and varieties.
- C—of little ornamental value.

adenophora C.
affinis C.
affinis hypoglauca A.
affinis pubescens A.
albiflora C.
alpigena B.
alseuosmoides B—Climbing evergreen closely related to *L. henryi*.
altmanni B.
altmanni hirtipes A.
altmanni pilosiuscula A.
americana B.
americana atrosanguinea A.
americana rubella A.
amoena B.
amoena rosea B—Not so interesting as variety *arnoldiana*; flowers quickly turning yellowish.
angustifolia C—Does not flower freely.
arborea C.
arborea persica A.
arizonica C.
bella—Selected clones are best.
biflora C.
bracteolaris C.
canadensis C.
caprifolium pauciflora A—Varies from species only slightly in flower color.
cauriana C.
chaetocarpa B—Flowers a primrose yellow in June.
chamissoi C.
chrysanthia latifolia A.

[Continued on next page]

Double Duty Rootone

the plant
hormone powder

1 USE IT FOR Surer Strikes!

You can use Rootone with confidence and increase the quality and your percentage of cutting strikes. *Indole Butyric* acid now added to Rootone's formula adds extra stimulus and root forming power to a wide variety of cuttings. Available in a formula and package size for every need, including Rootone F with fungicide.

2 SELL IT FOR More Profits!

More people than ever have become amateur gardeners and house plant enthusiasts. Display and sell Rootone and add to your volume while you build satisfied customers. Rootone gets results and results are what makes customers come back. Build more business around Rootone. Full 40% discount, heavy advertising support.



ROOTONE

is available in popular 1/4-oz. packet and 2-oz. jar (illustrated) for resale; and 1-lb. canister or larger sizes for commercial propagators.



Rootone

Amchem and Rootone are registered trademarks of
AMCHEM PRODUCTS, INC.
(Formerly American Chemical Paint Co.)
AMBLER, PA. • Niles, Calif. • St. Joseph, Mo.

chrysanth longipes A.
chrysanth regeliana A.
chrysanth villosa A.
ciliosa C.
ciliosa occidentalis A.
coerulea B—Fruits dark blue.
coerulea altaica A.
coerulea angustifolia A.
coerulea dependens A.
coerulea edulis A.
coerulea glabrescens A.
coerulea salicifolia A.
coerulea viridifolia A.
confusa C.
conjugalialis C.
decipiens C.
deflexicalyx xerocalyx A.
demissa B.
dioica B—Native of eastern N. A.; flowers yellow tinged purple, June-July; twining.
discolor C.
etrusca B—Inferior to variety *superba*; Z 7.
etrusca viscidula B—Inferior to variety *superba*.
ferdinandi B.
ferdinandi induta A.
ferdinandi leycesterioides A.
flammea C.
giraldi B—Evergreen climber; flowers purplish red; fruit purplish black.
glaucescens B.
glaucescens dasygyna A.
glehni C.
gracilipes B.
gracilipes albiflora B.
gracilipes glabra A.
griffithi—Deciduous, twining, up to 20 feet; flowers in a terminal bunch, rosy white; Afghanistan.
gynochlamydea B—Fruit white to purplish, rather translucent; flowers white, tinged pink.
henryi subcoriacea A.
heteroloba A.
heterophylla B.
heterophylla karelini A.
hirsuta B—Native, deciduous climber; flowers orange yellow one inch long; Z 3.
hispidula B.
hispidula bracteata A.
hispidula hirsutior A.
hispidula C.
hispidula vacillans A.
iberica B.
iberica microphylla A.
implexa B—Evergreen climber to eight feet; tender.
involutrata B—Fruit blue black.
involutrata flavescens A—Dull red fruit.
involutrata humilis A—Dull red fruit.
involutrata serotina A—Poor shrub.
japonica B—Differs but slightly from the more popular L. j. halliana.
japonica chinensis B—Differs but slightly from L. j. halliana.
japonica purpurea B—Probably a synonym for either chinensis or repens.
koehneana B—Similar to L. maackii.
korolkowi aurora A.
korolkowi longibracteolata A.
korolkowi pedicellata A.
lanceolata C.
ledebouri B—Grows at seashore, eight to nine feet; flowers deep orange yellow, tinged red; fruits black; California.
maackii erubescens—Form of variety *podocarpa* with slightly larger flowers, tinged pink.
maackii podocarpa—Not so hardy as the species.
maximowiczii and variety *sachalinensis* B—10 feet; fruit red; flowers deep purplish rose but very small, only one-quarter inch diameter and hence of little ornamental value.
microphylla B—Three feet; flowers pale

ATTENTION!

MAIL-ORDER
NURSERYMEN AND
SEEDSMEN

BE SURE YOU INCLUDE
The Famous WESTBROOK
PLANT-RITE
(Hand)
ROW SEEDER
and
Our Other Garden Items
IN YOUR 1961 CATALOG!

New—Different—Successful

Fast-Moving and Profitable!

WESTBROOK MFG. CO.
St. Joseph, Mich.

NEW, VERSATILE



MIDGET ROTARY

SPRINKLER

(Net weight only 2 ozs.)

Nursery Sprinkler, No. 111-1

Operates best at thirty pounds water pressure. Excellent sprinkler for watering growing plants and nursery stock. Waters up to 34' diameter. Slot and hole in each arm.

Greenhouse Fogger, No. 111-5

8' to 20' spacings will saturate warm greenhouse air with a very fine mist. No danger of breaking fragile plants due to excessive water. Two holes in each arm.

Please send Midget Rotary Brochure 201B and name of nearest Buckner dealer.

Name _____
Address _____
City _____ State _____

BUCKNER MFG. CO., INC.
P.O. Box 232 • Fresno, Calif.

yellow; berries united, bright red; flowers and fruits sparingly.

minutiflora C—Flowers too small.

morrowi xanthocarpa B—Native of Japan; eight feet; fruit dark red; flowers creamy white, changing to yellow.

muendeniensis C.

mupinensis C.

musciensis C.

musciensis xanthocarpa B.

myrtilloides B.

myrtilus B—Three to four feet; fruit orange red; flowers pinkish white, fragrant; Himalayas.

myrtilus depressa A.

nervosa B—Eight feet; China; reddish veins on leaves; flowers pale pink, May-June; fruit black.

nigra C.

nitida fertilis—Free-fruited variety of species with stiffer branches, larger leaves; Hillier & Sons Nursery, Winchester, England, only.

notha C.

oblongifolia C.

oblongifolia altissima A.

obovata C.

olgae C.

orientalis C—Fruit black.

orientalis caucasica C—Fruit black.

orientalis longifolia C—Smaller flowers than species.

periclymenum B.

periclymenum aurea B—Leaves variegated with yellow.

periclymenum belgica A.

periclymenum purpurea—Probably a synonym of one of the other varieties, but difficult to get started into good growth.

periclymenum serotina A.

periclymenum quercina C—Leaves merely slightly lobed, sometimes with whitish margin.

pileata yunnanensis A.

praeiflorens—Blossoms too early, flowers often frozen in Boston.

prolifera—Native; scarcely climbing; flowers yellow, not fragrant, June; fruit reddish yellow.

prolifera sullivanti A.

propinqua C.

pseudochrysantha C.

purpurascens C.

purpurea—Parents of this hybrid are just as good.

quinquelocularis—Merely an oddity. The fruits are whitish and translucent, and one can easily see the blackish seeds within. The flowers are white, fading yellowish—not outstanding. Commonly called the mistletoe honeysuckle.

quinquelocularis translucens A.

repicola—Does not blossom freely.

ruprechtiana B—L. tatarica has better foliage.

ruprechtiana calvescens C.

ruprechtiana xanthocarpa B—Flowers smaller than those of species.

saccata B.

salicifolia B.

sargentii B.

schneideriana C.

sempervirens minor—Flowers smaller than those of species.

similis C.

similis delavayi A.

spinosa B.

spinosa alberti B.

splendida—Rare in cultivation.

standishi—Not much different from L. fragrantissima.

standishi lancifolia A.

strophophora C.

subaequalis C.

subdentata C.

subsessilis C.

szechuanica C.

tangutica B.

[Concluded on next page]

Increase CASH and CARRY SALES

with the Silent Salesman

(The FIRST Complete Marking System)

Progressive nurserymen everywhere—faced with the problems of seasonal sales and a shortage of trained help—are installing the Silent Salesman.

This new marking system answers about 90% of all customers questions permitting each salesman to handle many additional people during periods of peak sales.

You, too, can increase your cash and carry business without adding another man.

Modern garden centers everywhere are doing it.

write direct for complete information

GROWERS SIGN SERVICE
Dept. A TALLMADGE, OHIO

Horticulturists everywhere . . . INCREASE PROFITS

with colorful, eye-catching sales aids printed by America's finest horticultural printers.

Write or call us about your printing needs for

Catalogs • Folders • Posters • Labels • Tags • Calendars

Let us do the rest . . .

Design Layouts, Prepare Copy, Print and ship to your door or mail from your list. Write for samples.

We can supply from inventory in full color

Camellia and Rhododendron Tags, Plastic Bedding Tags, Display Pictures of Gladiolus, Dahlias, Caladiums, Tulips, Daffodils and other Bulbs, Rose Labels, Foliage Plant Posters.

WRITE FOR ORDER FORMS AND PRICES

Sweeney, Krist and Dimm

535 N.W. 16th AVENUE, DEPT. A • PORTLAND 9, OREGON • Capitol 6-6881



For economical sparkling Snow Effects

RAYCO "SNO-FLOCK"

Just spray it on!

LOW-COST RAYON FLOCK, PURE BLUE-WHITE
COTTON SNO-FLOCK FOR LOWEST COST

Colors also available.

ORDER FROM

RAYON PROCESSING CO., INC.

80 Moshassuck St.

Pawtucket, R. I.

BE YOUR OWN BOSS!

Become a Landscape Specialist in Your Spare Time at Home!

American Landscape School's low-cost, home-study methods help you to become independent quickly. You learn the newest, most modern landscaping methods and trends. You become proficient in garden design, drafting, mapping and field work. You improve your knowledge of horticulture, construction, superintendence, salesmanship and office practices. Hundreds of graduates have increased their income, earned new prestige in their communities.

45 GENEROUSLY ILLUSTRATED LESSONS →

Nine valuable, up-to-date textbooks filled with new ideas! Thorough preparation in 8 to 12 months. 50 imprinted business cards, monthly letter, consultation service, dictionary FREE to all students! Drafting set given FREE with advance full payment. 44th year. PRINT NAME AND ADDRESS IN COUPON FOR FREE BOOKLET.

AMERICAN LANDSCAPE SCHOOL

Dept. 280-A, 4040 42nd St.
DES MOINES 10, IOWA

Please tell me how I can become a successful landscape specialist. Send me free booklet.

Name.....

Address.....

City..... State.....

RUBBER BUDDING STRIPS GOODRICH

Write for price list.

WILLIS NURSERY CO.
Ottawa, Kan.



KING FISH

"Organico del mar"

Nematode control

Better roots—Healthier plants

FERVE, S. de R.L. de C.V.

Bravo 202, Nte. Culiacan, Sin., Mexico

K. C. MATTSON CO.

2460 N. Chico Ave., El Monte, Calif.

tatarica albirosa A.
tatarica angustata A.
tatarica angustifolia C—Differs little from species.
tatarica elegans B.
tatarica fenzi B—Small white flowers, leaves variegated.
tatarica grandiflora rosea B.
tatarica grandiflora rubra B—Differs little from species.
tatarica Hack's Red—Originating at Hack's Nurseries, near Winnipeg, Canada, a few years ago, slightly darker than Sheridan Red but not so dark in flower as either Arnold Red or L. korolkowi zabeli.
tatarica latifolia B—Leaves large and coarse.
tatarica pallens B—Differs little from species; flowers too small.
tatarica pulcherrima B—Not superior to tatarica virginialis.
tatarica punicea B.
tatarica rubra—Probably a synonym of sibirica.
tatarica speciosa B—Fruit dull red.
tatarica Sheridan Red—Discontinued by the originator (Sheridan Nurseries, Ltd., Ontario, Canada) as inferior to Hack's Red and L. korolkowi zabeli.
tatarinovi C.
tatarinovi leptantha A.
tatsienensis B—Flowers dark purple and none too conspicuous; leaves sometimes lobed.
tenuipes B.
tomentella B.
trichopoda C.
trichosantha B.
trichosantha glabrata A.
utahensis C.
Valencia—hybrid (morrovi x tatarica) originated about 1941 among 6,000 seedlings grown by E. C. Hilborn, Northwest Nursery Co., Valley City, N. D.; supposed to have orange fruits, but the plant grown in the Arnold Arboretum produced red fruits.

vesicaria C.
villosa C.
villosa calvenscens A.
villosa solonis A.
villosa tonsa A.
vilmorini A.
webbiana B—Somewhat like L. alpigena.
xylosteoides C.
xylosteum C.
xylosteum glabrescens C.
xylosteum lutea B.
xylosteum mollis C.
yunnanensis nana—Plants of record in the United States have turned out to be identical with the species and are not dwarf.
yunnanensis tenuis—Smaller leaves than those of the species, otherwise identical.

Illustrations accompanying this article are from photographs supplied by the Arnold Arboretum, Jamaica Plain, Mass.

DECEPTIVE ADVERTISING

[Continued from page 9]

The answer is that they cannot take immediate action on these submittals. A case first has to be built. This calls for investigations, consultations and possible shopping of the ad. Once the case has been built, it is sent on to the litigation division and the wheels there start turning. Eventually an order may be issued.

By this time, however, spring planting season is over, and the perpetrators of public deception through

BOOKS — FOLDERS — HANGERS for Nurserymen



Write for
Quantity
Discounts
and
Price List

4 Popular Folders

Each folder 10 3/4 x 35 in.,
open, printed in full color.

1. SHRUBS,
2. EVERGREENS,
3. SHADE TREES,
4. ROSES

Each **25¢**

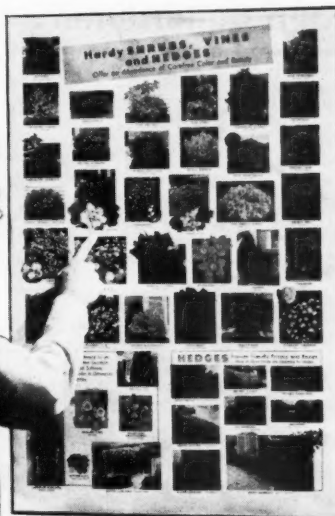


4 Wall Hangers

Each 25 x 38 in.,
printed in full color.
Metal binding top
and bottom, very
substantial.

1. SHRUBS,
2. EVERGREENS,
3. SHADE TREES,
4. ROSES

\$3.00
Each



Cash with Order, Please.

CORRECT PLANTING Methods

32-page pocket size book containing
very complete information for all kinds
of plants, well illustrated, helpful in
preventing claims for dead stock.

Sample
copy
10c

A. B. MORSE CO. Horticultural Printers St. Joseph, Mich.

advertising willingly agree to cease the operation and withdraw the objectionable copy. They have already sown their weeviled seed and reaped their dishonest harvest of dollars from trusting but horticulturally ignorant and unsuspecting people—many of whom are new homeowners and all of whom are potential customers of the legitimate and honest nurseryman. These questionable nationwide promotions reflect on honest nurserymen.

The two most flagrant deceptive promotions of 1960 have been a continuation of the 1959 ailanthus promotion and a new one hawking the climbing vine peach, which is actually a melon. Both are traceable to a single source, the principals of which appear to be in deep trouble with both the FTC and the postal fraud section of the United States Post Office Department.

The real problem is not one of a lack of interest or concern on our part, or even on the part of the enforcement agencies. The real problem is to revise procedures within these enforcing agencies of government, so as to provide means of moving more rapidly in these instances in which a seasonal industry such as ours is involved.

The A. A. N. has already been in

conference with top officials of the business consultation, investigation and litigation divisions of the FTC on this very point. We have been promised help. Another session with members of the commission itself is to be arranged after the Cincinnati convention. We do not wish to see a repetition of spring, 1959 and 1960, in 1961 if we can avoid it.

Whatever the opinion of the public or of our members may be, the A. A. N. is not inactive, indifferent or without interest or concern in this field.

Secretary's Report

After Dr. White's comments, Curtis H. Porterfield presented his secretary's report. He spoke first of the A. A. N. group insurance trust, citing such a plan as a basic part of employee fringe benefit compensation and an important determinant in competing successfully for competent help. The value of the trust for owners, operators and managers was equally stressed. Now participating in the program are 278 firms.

Secretary Porterfield also touched on the two management conferences being promoted this year by the association, the third such program at Sagamore, in the Adirondacks in New York, and another at Lake Ar-

rowhead conference center, near Los Angeles, Calif. Both programs will be held August 21 to 26. Reporting on the advanced course of study held recently at Syracuse University's Minnowbrook conference center for those who had previously attended the Sagamore conferences, Secretary Porterfield stated that this course will undoubtedly be repeated, as it was extremely successful.

Attendance at these A. A. N. management conferences was stressed, particularly in view of a recent survey conducted by the University of California which pointed out that management, more than any other factor, dictates the success or failure of a nursery and that, if the nursery industry is to develop dynamically, educational programs are needed to prepare leaders and skilled workers.

Project Report

Reporting on projects that had come within his province during the past year, F. Raymond Brush, executive assistant, at this time described action taken at the first national nematode conference that was sponsored by the A. A. N. last March. Recommendations made by the group stressed the importance of becoming aware of the problem, urged growers to learn control measures

**SIMPLE...
PROFITABLE...
PERMANENT...**

Soil Conditioning

with



Professionally tested and professionally accepted Perl-Lome horticultural Perlite keeps garden soils loose and workable long after organic soil conditioners have ceased to be of use. Perl-Lome is a porous, inorganic volcanic rock which is crushed, processed and expanded so that it permits water, air and food penetration to keep plants, shrubs and lawns supplied with maximum nourishment. Perl-Lome aerates soil and insulates against sudden temperature changes. Perl-Lome will not disintegrate and lasts almost indefinitely. It is ideal for propagating cuttings, germinating seeds and bulbs, transplanting and container growing.

Investigate the increasing use for this amazing soil conditioner today. Write for Perl-Lome data sheet PL-FS.



Perl-Lome
INSTITUTE INC.

45 WEST 45TH ST., NEW YORK 36, N. Y.

that have been devised, pointed out the complexity of the situation and asked industry influence in promoting further research.

Mr. Brush said he was dealing in detail with the nematode problem "because of the possibility of state regulations' seriously hampering and possibly prohibiting the interstate movement of much of our plant material unless soil treatment in the field is improved and/or satisfactory safe treatments are developed for use on stock after it has been dug."

Mr. Brush reminded members of the completion of the new bulletin, "Storage of Nursery Stock," published by the A. A. N. and available from the Washington office. He also urged study of the nursery industry's price trends as reported in the association's newsletter, pointing out the usefulness of the data in comparing an individual firm's trends.

Concluding his report, Mr. Brush requested additional statistical data from the membership, saying, "Just as you need and can use additional statistics to improve the management of your business, the Washington office, too, needs more basic information about the industry than it now has. Too often decisions and even testimony before Congressional committees are based on old and outdated information."

Legislative Action

Robert F. Lederer, legislative assistant, next gave his report. He stated that the budget request for the Department of the Interior, under the Clarke-McNary act, to assist states in forest tree production had been held to last year's level, \$291,000. Also, Congress has refused to extend the soil bank conservation reserve beyond 1960, although the government must meet commitments already made to farmers, and these commitments will run until 1971.

Reporting a jurisdictional argument between the Department of Agriculture and the Department of Labor concerning the regulation of migratory labor, Mr. Lederer said that the House had approved a bill extending the Mexican labor law for two years, until June 30, 1963, and favorable Senate action is expected. A neutral position is being taken by the A. A. N. with reference to action to amend the plant patent act to permit the patenting of tuber-propagated plants, it was stated.

In the postal rate field, the administration was successful in increasing parcel post rates despite a lengthy legal battle by parcel post users. Efforts were then begun to raise rates under the other mail categories, a \$554 million a year deficit being

**GIVE
DRY WEATHER
THE BIRD...**



**RAIN BIRD,
of course!**

There are handsome dividends to be earned in providing your own weather for crops and pasture... there's no better way to do this than with Rain Bird Sprinklers. Get water where you want it, when you want it!

Single installations have more than doubled—even tripled—yields and insured stability of crop income. See your dealer.

Write for free information.



**NATIONAL RAIN BIRD SALES
& ENGINEERING CORP.**
Azusa, California
RAINY SPRINKLER SALES
609 West Lake Street, Peoria, Illinois

Mention The American Nurseryman when you write.

**FOG HAS A PRACTICAL USE
IN ALL TYPES OF
NURSERY OPERATIONS**



GROWERS: Harden off tender, fresh-dug stock the natural way. No shading necessary. See photo above.

PROPAGATORS: Outdoor fogging is still the most economical propagation method.

GREENHOUSE humidification, for cooling and positive moisture content.

See our advertisement in alternate issues for details of equipment and write for free layouts and information.

Mist-O-Gation, Inc.
Dept. A Middletown, Del.

claimed for the department. Although a hearing of a rate increase bill by the House was denied for the session, Congress voted, after a presidential veto, to raise government employees' salaries, which will add another \$300 million to the postal deficit claimed by the postmaster general. With a new administration and Congress coming into power next year, it is impossible to predict what efforts will be made in the postal rate field, Mr. Lederer stated.

In a supplemental appropriation bill which has passed Congress, the sum of \$1,500,000 was inserted to provide for the erection of an administration and laboratory building for the National Arboretum, concluding 12 years of efforts in which the nursery industry participated, it was reported.

A bill amending a law which makes it illegal to sell the water hyacinth in interstate commerce is expected to be approved by the 87th Congress; a new draft, allowing sales to be made above the 36th parallel, has been endorsed by both the Department of Agriculture and the Department of the Interior.

Wage and hour legislation was considered, and the House passed a minimum wage bill intended to extend coverage and increase the minimum wage by 15 cents per hour. Amendments made by the Senate to the bill have necessitated its return to the House rules committee, and the outcome during the 86th Congress is highly debatable. At any rate, agriculture will not be affected by any of the changes being considered by Congress, said Mr. Lederer.

PLANTING BY STUDENTS

Students in the Horticulture Club at the University of Connecticut college of agriculture contributed their time and talent recently to planting and beautifying the grounds around the new fine arts center.

Not only did the students carry out the spadework, but they also drew up the preliminary plans for the landscaping under the supervision of Kenneth Bradley, assistant professor of landscape design.

Many of the plants used were propagated at the university nursery. Others, rarer specimens, were purchased in years past as small plants and had grown large enough to be planted on the campus for use in student laboratory and identification work.

About 50 horticulture students and staff devoted an afternoon to removing the plants from the nursery and planting them around the new

KILL BORERS FAST with Para-Scalecide

You save time and money when you use Para-Scalecide for borer control, because *one application* is all that is needed to do a thorough job.

Use this *simple* and *safe* way to control borers on fruit trees, shade trees and ornamentals.

Just dilute with 7 parts water and apply to affected parts with a paintbrush or force-feed oil can. For peach borers, pour around the base of the tree.

Now is the time to get your Para-Scalecide—for better borer control—and as a profitable item to sell to your customers during the borer season.



*One
application
does the job
for the
season*

8-oz. bottle	Retail	Packed	Dealer
	\$0.85	12 to case	\$ 6.12
1-qt. can	1.69	12 to case	12.17
1-gal. can	3.98	6 to case	14.33

Prices slightly higher west of Mississippi River.

Freight allowed on 6 or more cases



Good Sprays to Use and Sell

- Pratt's Spray for Evergreens
- Pratt's Liquid Rose Spray
- Pratt's Home & Garden Insect Spray
- Pratt's Fruit Tree Spray
- Pratt's 72% Chlordane for Termites and Ants
- Pratt's Weed Killer
- Pratt's Lawn Insect Spray
- Pratt's Tomato and Vegetable Dust or Spray
- Pratt's 50% Malathion
- Pratt's 25% DDT

Send for prices on the complete Pratt Line.

B. G. Pratt Co., 189 Twenty-First Ave., Paterson 3, N. J.

INCREASE SALES 100%

Don't Keep Your Customers Waiting for information about your stock. These self-selling plastic labels give all the information your customer wants — creating additional sales while you are busy.

We have the largest selection of horticultural subjects on plastic labels anywhere. Available in two types: (1) Over 800 varieties illustrated in full color; (2) over 600 fully descriptive labels with large, readable type.

**SHOW IT and SELL IT — HIDE IT and KEEP IT
ASK FOR FREE SAMPLES AND CATALOG**

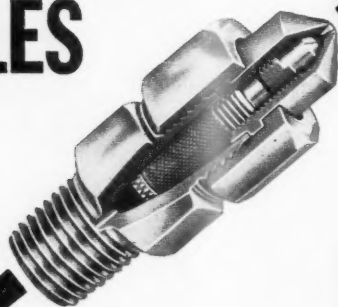
GROWERS & MANUFACTURERS EXCHANGE

8434 S. Rosemead Blvd., Rivera, Calif.
Phone OXford 9-0711

No. 3 Container-Marker (picture and holder). Holder is 27 inches high. Prongs at bottom prevent turning in the wind. Use for salesyard display.



MONARCH LOW-PRESSURE NOZZLES



for MIST PROPAGATION

- 1 Only 25 lbs.' pressure needed for maximum coverage (4 to 5-ft. beds) and most efficient spray.
- 2 No costly high-pressure pumps needed—only the 25 lbs. available in most greenhouses.
- 3 Uniform, even distribution with full coverage over the entire bed. Different capacity sizes for both indoor and outdoor beds.
- 4 F-97-W wide-angle (160°) nozzles were specifically developed for mist propagation. Accurate, uniform, precision machined from brass bar stock, available in either 1/8, 1/4 or 3/8-in. male or 1/4-in. female pipe connections.
- 5 Minimum of maintenance required—no baffles or targets to disturb or adjust.
- 6 Inexpensive—only \$1.72 each, F.O.B. Philadelphia, Pa.

Write for Circular No. 4158

MONARCH MFG. WORKS, INC.
3406 Miller St. Philadelphia 34, Pa.

Western Distributor
W. A. Westgate Co., Davis, Calif.

TINA



The leading German brand.
Request our illustrated catalog.



HERMANN A. WIRTH
Levittown, N. Y.

Add color
to your
nursery
with Keiding
Art-Pots

Keiding

PAPER PRODUCTS CO.
Milwaukee 18, Wisconsin
Lebanon, Pennsylvania

RAFFIA

Headquarters for
A. A. Westcoast and
X. X. Superior Raffia
and

GOODRICH BUDDING STRIPS
Can make immediate shipment.

THOMAS MEEHAN & SONS
482 W. Germantown Pike
Plymouth Meeting, Pa.

Ideal Garden Gadgets...

Metal label markers with heavy-duty
steel stakes and aluminum labels.
Send for folder today.

LANSING SPECIALTIES MFG. CO.
Dept. A 810, 918 Clark Rd., Lansing 17, Mich.

AMERICAN NURSERYMAN

buildings. Horticulture students have made other plantings throughout the campus in recent years.

Student cochairmen for the project were John Kelley, Galstonbury, and Benjamin Greaves, Westport.

PRESIDENT'S ADDRESS

[Continued from page 9]

gested means of raising the revenue to cover the costs.

For the benefit of the industry generally, we believe the association should:

(1) Hold annual legislative conference on a regional basis more fully to explore the legislative problems and programs of both state and national associations to make both more effective. Costs: \$3,500 to \$4,000 each.

(2) Extend national conferences, as the need may develop, similar to the one held this year on the nematode problem, for the purposes of arriving at a better general understanding of the subject problems and looking toward more uniform approaches to solutions. Suggested subjects are interstate quarantines and allied matters, state regulations governing interstate truck transportation (truck regulations, fees, etc.), licensing of nurserymen by states. Costs: \$2,400 each.

Legal Counsel

(3) Extend legal counsel, due to the increasing complexity of national and state laws applying to nurserymen and to the association. The time will come when the A. A. N. may be forced to have a full-time legal adviser on its staff. Costs: An additional \$3,000 per annual estimated budget.

(4) Establish a uniform system of accounting, especially for its smaller member firms. Cost: \$6,000 to \$8,000—a nonrecurring item.

(5) One of your board members whose opinion I greatly respect wrote me as follows: "Your letter of May 25, 1960, was the best news I have received from the American Association of Nurserymen for a long time. The once-a-year meeting of the board of governors is not conducive to a good democratic form of government and most accomplishments. There is too much to do in so short a time to allow much discussion; so it is almost a rubber-stamp meeting. There is not much use in attending, and that is the opinion of many old members to whom I have spoken."

The proposal referred to is to hold two meetings of the board of governors each year instead of one, so that a fuller understanding of the needs and problems of the association can be obtained, leading to greater in-

terest in these matters and appropriate action taken. Cost: \$4,000 to \$5,000 additional, based on present size of the board.

Market Development

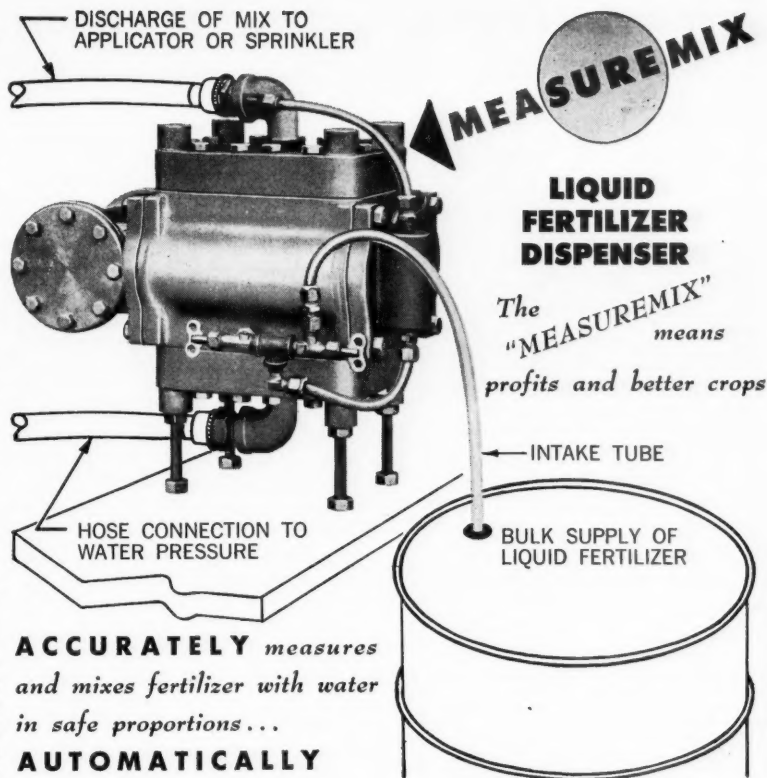
(6) Extend and expand our market development program of promotion so as to:

- a. Re-enter the community urban renewal programs of city improvement by promoting street tree planting projects, park and parkway development, municipal building replanting and updating projects, etc., and vigorous extension of downtown renovation of business buildings. Cost: Estimated to be \$1,500 per year.
- b. Provide for an educational 12½ - minute color - sound movie annually, depicting the uses of nursery stock on the home property, suitable for garden clubs, civic clubs, etc., until we have built a small film library for loan; the A. A. N. to make greater and better use of radio and particularly of TV presentations promoting nursery stock in all possible ways. Costs: \$7,500 to \$12,000 each.
- c. Bolster publicity on the highway program for using plant materials for functional purposes on the right of way and to intensify promotion directed toward that new market off the right of way, created as the result of the highway program. Costs: Per planting news, \$1,000.
- d. Immediately launch the "Gold Leaf Home Project" that is ready to go as soon as funds will permit. Cost: \$15,000.

Consumer Survey

(7) Initiate, with close industry guidance, market research projects on merchandising and sales methods, market movements and market demands. We are woefully lax in this field of research of consumer motivation and its development—what makes the people buy and why do they buy the way they do? Annual costs: \$15,000 for personnel, travel, surveys, office supplies, etc.

I could give you more examples of the things your board of directors believe the association should be doing for you. I have presented a few that are urgent in our opinion. These projects I have listed will cost an estimated \$64,600 per year, \$43,600 of which is for expansion and exten-



THE SMITH "MEASUREMIX" OFFERS THESE DISTINCT ADVANTAGES

- **IS FULLY AUTOMATIC** • Driven and operated by the action of the flow of water, it does not require expensive power equipment.
- **ACCURATE UNDER ALL CONDITIONS** • The mixture is guaranteed within 10% with all types of fertilizer solution, regardless of any changes in the water pressure or rate of flow, and in most cases is within 2%-5%. *No more crop losses from "Burning."*
- **PORTABLE** • Can be operated anywhere by one man. Takes the fertilizer straight from the Bulk Tank through a syphon tube. Allows a completely clean operation, without spillage or waste, and is so foolproof, it can be operated by untrained labor. Ideally suited for truck gardeners, flower growers, etc. Model R-3 for ¾" hose connection will handle up to 15 gallons water per minute. Model R-8 for 2" hose will handle up to 100 gallons water per minute.

Write for FREE descriptive literature, prices, instruction sheet, and list of growers using this equipment.

SMITH

PRECISION PRODUCTS COMPANY

1135 MISSION STREET, SOUTH PASADENA, CALIF.

SMITH MEANS...ECONOMY...DURABILITY...EFFICIENCY

SAVE TIME... SAVE LABOR...

with our K.W.H. KNAPSACK MISTBLOWERS and DUSTERS, 1 and 3-H.P. models.

K.W.H.-75 MISTBLOWER, equipped with 3-H.P. engine, gives complete mist penetration to 50 ft.

Tractor Models: 6 to 36-H.P.



For literature and prices write to

VANDERMOLEN EXPORT CO.

378 Mountain Ave.

North Caldwell, N. J.

Precision Soil Shredding Costs You Less

Here's
Why...

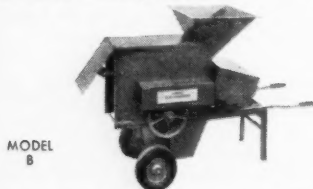


HIGHEST QUALITY SOIL MATERIALS. Exclusive patented dual shredder assembly on all Lindig soil shredders produces fine, even textured, well aerated materials with all the valuable manures and other humus retained for vigorous plant growth.

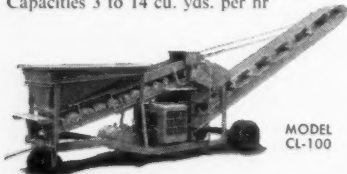
SHREDS ALL MATERIALS. Efficient design of shredding rotors provides instant and positive shredding and mixing of all soils and organic materials, wet or dry, including sod, compost and peat.

TROUBLE-FREE OPERATION. Large hoppers and positive conveyer feed on 30-40 cu. yd. per hr. capacity FB-24, pictured above, provide for fast mechanical loading. Stones and other foreign materials pass through shredding assembly without damage. Heavy-duty construction and design provide additional years of trouble-free service.

MODEL TO MEET YOUR NEEDS. Capacities range from 3 to 100 cu. yds. per hr. Added versatility is provided with optional screening attachments for most minute soil preparation and removal of stones and other foreign objects. Gasoline or electric power units.



Large, free flowing hopper on hand-fed models provide fast, even flow of materials to shredding rotor. Convenient discharge to 10 ft. onto pile, bench, wheelbarrow or low trailer. Capacities 3 to 14 cu. yds. per hr.



This largest Lindig, Model CL-100, provides shredding capacity to 100 cu. yds. per hr. Many top quality design and engineering features make this the ideal rig for the highest production requirements.

Thousands of Lindig power soil shredders with exclusive patented shredder assembly are providing lower cost, higher quality soil materials and trouble-free operation for nursery and greenhouse operators and growers throughout the world. Get complete details. See your local dealer or write factory.



1875 West County Road C, St. Paul 13, Minn.

sion of our market development and publicity program.

Headquarters' Activities

Coordinated with this goes a much-needed extension of our basic association activities emanating from the Washington headquarters. These urgently needed activities total \$20,900 without staff which will be required. One additional man trained in conference procedure and meetings, plus one secretarial assistant, should suffice: Total added costs at Washington, D. C., prices, \$12,000.

No expansion of our programs can take place in 1960-61, since any change in our bylaws voted at this meeting of the board to provide for increased revenue cannot become effective until the fiscal year, 1961-62. Only by resolution of the board of governors, approved by the board of directors, could reserve funds be voted to put into effect any part of the foregoing program.

In order to make it possible for all chapters to be fully acquainted with these matters at least a month before the convening of this convention, so that chapter meetings could be held to discuss them, I sent three letters to all the members of the board of governors and your alternates, on May 25, June 1 and June 8. On June 15, I sent copies of these three letters to the entire membership, so that each member would be fully advised of my personal thinking on association matters and, also, the collective opinion of the board of directors.

In these several communications, I have outlined a year's concentrated consideration of your board of directors.

During the past month it has been most heartening to have received some fine letters from A. A. N. members following the receipt of my letters. All did not agree with the board's recommendation nor in my observations, but all were anxious to see some solution to the various problems confronting the nursery trade. All want to see a successful A. A. N.

GARDEN CENTER MEETING

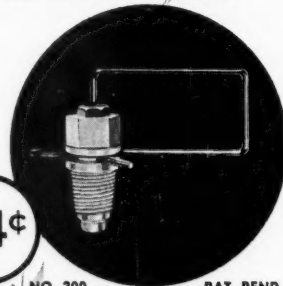
[Continued from page 12]

Minn., who was not able to attend the A. A. N. convention due to a back injury, Mr. Schneider read a paper prepared by Mr. Bachman on "Christmas Season Sales in the Garden Center." It was related that Bachman's Christmas season began November 10 last year. By that date the nursery had a backlog of orders for department store window dressing, street decorations, etc.

In Minneapolis, the Y.M.C.A.

Flora-MIST FOGGER

A PRACTICAL, ECONOMICAL WAY TO
PROVIDE MOISTURE FOR PROPAGATION
AND HUMIDITY CONTROL



54¢

NO. 300

PAT. PEND.

Simple in design
Made of Nylon with Metal
Jet and Wire Baffle
Little or no maintenance required
Field-Tested for effectiveness
Priced for extensive use and
VOLUME SELLING!

For FREE Sample
and complete information
Write To

REED S. KOFFORD CO.

P. O. BOX 453 P
VAN NUYS, CALIFORNIA

New BORG BORER KILLER

**PENETRATES BARK
TO KILL BORERS
AND ELM BARK BEETLES
IN TREES ALREADY INFESTED**

Fast-acting Borgo, the only borer killer that kills borers, eggs and larvae after they have infested a plant. Easy to apply—just paint or spray it on. Prevents new infestation—won't harm plant tissue or foliage. Fully guaranteed when used as directed. Available in quarts, gallons or 54-gallon drums. A profitable item to sell—a reliable product to use and recommend.

Place your order now or write for complete information.



THOMAS ENTERPRISES, Inc.

4801 S. PEORIA

TULSA, OKLA.

INTRODUCING—*Sheen* FLAME GUNS THE GROWERS' ANSWER TO POSITIVE WEED CONTROL



Used successfully throughout Europe for the past 30 years, the complete line of Sheen Flame Guns is now being offered to growers in the U. S. for the first time. Burning a combustible vapor composed of 94% air and 6% kerosene, Sheen Flame Guns are extremely economical to operate. By destroying both weeds and weed seed and freeing the soil surface of pests and bacteria in one operation, Sheen Flame Guns offer growers the most positive method of weed control known today!



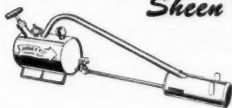
CHOOSE THE *Sheen* FLAME GUN THAT BEST FITS YOUR NEEDS



Sheen FLAMEWAND

Light and compact, the Flamewand is ideal for garden use. Operates over 30 minutes on one filling. This easy-to-use unit is fully tested and guaranteed for safe, efficient operation.

\$29.50 postpaid



Sheen X300

The most advanced flame gun on the market today. This model includes the Sheen heavy-duty pump, pressure gauge and control valve. Ideal for the small grower.

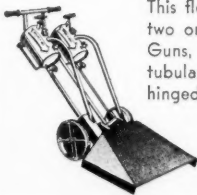
\$49.50



Sheen X500

This all-purpose machine combines the X300 Flame Gun with a wheeled chassis and hinged hood. Easy to maneuver, gun is detachable, providing maximum flexibility.

\$69.50



Sheen X1000

This flexible unit consists of two one-gallon X300 Flame Guns, mounted on a strong tubular chassis. The 24-inch hinged hood concentrates flame for rapid sterilization of soil surface.

\$129.50



Sheen X1200

Designed for extended operation, this model contains a three-gallon tank, permitting continuous operation for 1½ hours. Strong tubular chassis, 24-inch hinged hood. Ideal for inter-row weeding over large areas.

\$119.50

DEALERS' INQUIRIES INVITED

Cash with order, please. F.O.B. Chicago

SOLE DISTRIBUTOR FOR THE U.S.

SMRT IMPORT CO.

**1105 W. PLAINFIELD RD.
LA GRANGE, ILL.**

through its Y Men's Club has sponsored the sale of Christmas trees to support a summer camp program for underprivileged children. To aid the program, Bachman's has discontinued selling fresh cut Christmas trees and concentrates on flocked trees. By far the most popular tree for flocking is Scotch pine, with Norway or red pine trailing quite close behind.

The quality of trees is vital when persons are asked to pay a high price for flocked trees, said Mr. Bachman. His firm has been fortunate in being able to select its stock from plantation-grown trees. In some cases, Bachman's strings lights on trees prior to flocking, removing the bulbs and stuffing the sockets with tissue, then flocking the trees to cover cord and all. Delivery is an absolute must, related Mr. Bachman. All the flocked trees are wrapped in a lightweight polyethylene cover.

The firm has marketed a packaged do-it-yourself kit for home decorating, which has been highly popular, even as a mail-order item. Also a tremendous number of wreaths are made. With these various operations nursery help is kept busy during the months of November and December.

Gift certificates for landscaping were tried last year. Mr. Bachman

PRINTING FOR NURSERYMEN

Better Quality—Lower Prices
Prompt Service

Moisture-resistant labels, plain or printed, single or sheets for typewriter use. Wide variety, lowest prices.

Shipping tags, color broadsides, catalogs, price lists, order blanks, order books, stock records, gummed labels, blotters, salesbooks, distinctive stationery.

Letterpress and offset printing. Write for free samples and prices.

THE TINGLE PRINTING CO.
SINCE 1907 PITTSVILLE, MD.

believes the gift certificate can be used more widely than it is at present. One's potential Christmas sale is limited only by his imagination, concluded Mr. Bachman.

Wyman's Promotions

Relating some of the special promotions done at Wyman Garden Centers, Inc., Framingham, Mass., was Richard Wyman, owner. He said 40 per cent of his business is done in two months in spring; this means that less than 6 per cent is done in some months. Spring opens April 1 at the Wyman Garden Center, he said. A large promotion is planned. The week-end after Labor day is the time of the second large promotion, and a third one is staged at Christmas time. Smaller promotions are run between these larger ones.

In plans for large promotions, advertising is considered first. A consultation is held with the local

"MISTER 100"

MIST PROPAGATION NOZZLE—finest ever developed — wide coverage — flat plane of mist. Spaced 3 ft. apart — drilled and tapped holes — ¾-in., 1-in. or larger pipe. Sample postpaid \$1.00. Satisfaction guaranteed. Send for your sample today.

WHITESHOWERS, INC.

17514 Woodward Ave. Detroit 3, Mich.

newspaper to see what assistance it can give. Mr. Wyman showed a sample of the full-page advertisement used last spring, explaining that the nursery paid for only five eighths of the page, as editorial copy about the nursery occupied the rest of the page. In three days 12,000 persons were attracted to the spring festival and 8,000 new names were added to the mailing list, as registrations were required for a free prize of a \$500 landscape job. Free soil testing, movies, coffee and doughnuts and door prizes were offered. Mr. Wyman related that various suppliers helped pay for the advertisement in the Boston newspaper.

He suggested having special weeks or festivals for various plants—a rose week, for example, or azalea week. African violet shows and lectures on birds and landscaping have proved useful in attracting persons to the

Make More Money on every job

Cut your costs for time...labor... seed...with the

Brillion LANDSCAPE SEEDER



One Brillion Landscape Seeder and one man can do up to 40 man-hours of hand work in just one hour.

And what a job it does . . . whether a pure seeding or a mixture, each seed is as if you placed it by hand, positioned at just the right depth and pressed into firm contact with the soil.

Brillion gives you sturdy, near-perfect stands, even under conditions where hand-sowing often fails. Ideal for small residential jobs or large acreages and right-of-ways. Works close against foundations, fences, walks.

A precision machine that lasts for years. Straight pull or 3-point hitch models . . . seeding width-5'4".

IF BRILLION MAKES IT, IT MUST BE GOOD!

BRILLION IRON WORKS, INC.

Brillion, Wisconsin • Dept. LS-17-8

Please send me prices and literature on the Brillion Landscape Seeder.

(Write name and address in margin.)

For the Legitimate Nurseryman

Here's the best practical answer

To cut-rate chain-merchandising

A HEALTHY, THRIVING PLANT GROWING IN A STURDY

Cloverset Pot

MAKE MORE MONEY—SELL QUALITY. A thriving plant, growing in its own Cloverset Pot, makes an attractive display, is convenient to handle and easy to sell. You can safely stake your reputation on customer satisfaction. Mass displays of CLOVERSET potted plants are so beautiful, so convenient, profitable cash-and-carry business should increase from the day you start using CLOVERSET pots.

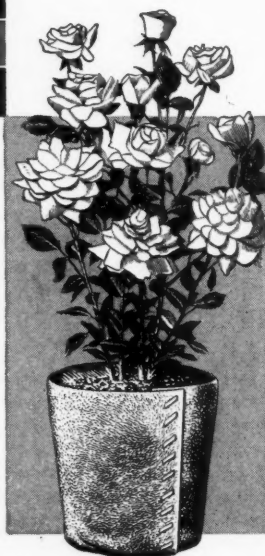
SIZES FOR EVERY NEED: Roses, Perennials, Shrubs and Young Trees.

Size	Height	Top Diam.	Nearest Clay Pot	No. in Carton	WEIGHT Per 1000	F.O.B. Kansas City	Cloverset Pot Prices
No. 0	5½ ins.	5 ins.	6 ins.	200	210 lbs.	Per 100 \$4.25	
No. 1	6½ ins.	6 ins.	7 ins.	100	340 lbs.	5.25	Per 1000 \$40.00
No. 2	9½ ins.	7 ins.	8 ins.	100	535 lbs.	5.75	50.00
No. 3	9 ins.	8 ins.	9 ins.	100	600 lbs.	6.25	55.00
						25 pots, \$7.70; 50 pots, \$14.60; 75, \$21.75; 100, \$26.15; 1000, \$231.00.	60.00
No. 4	13 ins.	12 ins.	25	Per 100 133 lbs.		F.O.B. Kansas City.

Write for FREE literature — Send 50c for a sample set (limit one).

Dept. AN 80

Cloverset Farm 10550 Wornall Rd. Kansas City 14, Mo.



garden center. A landscape clinic held last February drew 75 persons. Close to \$12,000 in sales was attributed to this promotion.

Adding his comment about a special promotion held at his nursery, Mr. Schneider said he ordered a quantity of rose booms flown to the nursery in fall for use in taking orders for the following spring. New varieties and All-America award winners attracted much attention and resulted in a number of sales.

Pointers on Remodeling

Rounding out the panel was Ernest Wertheim, architect, San Francisco, Calif., who spoke on modernizing garden centers. He believes friendliness can be accomplished by creating a gardenlike atmosphere in the garden center. A modern garden center can help attract better personnel and improve employee morale.

It is necessary to organize one's thoughts when considering building or remodeling a garden center. Then someone who designs garden centers should be consulted. He believes one should have an open mind, as what works for one garden center might not work for another. Mr. Wertheim advised the nurserymen to adapt designs, not to copy them. Also it is necessary to allow plenty of time when planning to remodel or build a garden center. A final word of caution was to watch one's step financially.

EDUCATIONAL PROGRAM

[Continued from page 11]

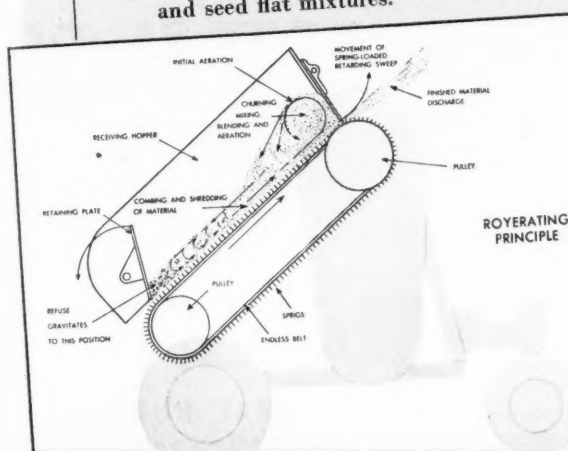
trained in this work. Mr. Burwell said that one then has the choice of training a man from within his own nursery business or hiring and further training a graduate in horticulture.

Garden Center Advertising

About 3 per cent of the budget is spent on advertising. Illustrated newspaper advertisements are one form of advertising, but both the garden center and landscape department are rarely featured in the same advertisement. The nursery has two radio spot announcements broadcast each week, one featuring the garden center and the other the landscape department. Little direct-mail advertising is done, due to the prohibitive cost of color printing and postage. Services of an advertising agency have not been found successful in their case, said Mr. Burwell. At the insistence of his garden center manager, Mr. Burwell said that the firm recently purchased a new combination neon and changeable plastic letter sign, such as many other nursery

Roy'er·ate, v.;

1. To shred, mix, blend, aerate and remove undesirable materials.
2. In Nurseries, for preparing canning and seed bed mixtures. To save time and labor at lowest costs.
3. In Green Houses, for processing potting and seed flat mixtures.



Write for complete details on

"Royering" and our entire line of Shredders. We make 21 professional belt shredder models—capacities from 5 to 150 cu. yds./hr.—hand-shovel or mechanically-fed—gas or electric drive.

A Royer Shredder has a place in your operation. Use the coupon for details.

Send these bulletins:

- ☐ #24P Shredders for Floriculture-Horticulture Use
- ☐ #NS-59 Shredders for Hand-Shovel Fed Operations
- ☐ #S-60 Shredders for Mechanically-Fed Operations
- ☐ #25P Shredders for Processing Sewage Sludge
- ☐ #23P Shredders for Turf Conditioning Materials
- ☐ "Would You Pay \$1.00 for a Bag of Leaves?"—an interesting story of what can be done with composted leaves.

Name _____

Company _____

Address _____

City _____

Zone _____

State _____

☐ I'd like to see a Royer Shredder demonstrated.

ROYER

ROYER FOUNDRY & MACHINE CO.

182 PRINGLE STREET / KINGSTON, PENNA.

EXPORT DEPARTMENT: 10406 South Western Avenue, Chicago 43, Illinois. Cable: ASMAN

firms have found successful. The Burwell Nurseries Co. is located on Route 40, a national highway, and there is a heavy local and transient traffic to attract.

One of the problems is to attract off-season customers and bolster sales in the slack periods. The landscape department and the garden center share the problem of the same off seasons. As much as possible, tree moving is done in the winter, and landscape planting is postponed into summer. The Christmas business, which runs from mid-November through December, now accounts for 23 per cent of the garden center's annual sales. Another off-season promotion is started in mid-July and goes through August, when chrysanthemum plants, which the Burwell Nurseries Co. grows itself, are featured in tar-paper pots at \$1.25 each. The plants are of a size to fit in either rose-size pots or the next smaller size. Thus these plants are sold before the market is flooded with cheaper plants. It has been found that the public can be sold flowering plants at times when the plants are not generally in bloom if they are given the proper promotion.

During a question and answer period that followed, Mr. Burwell added some information on his garden cen-

ter operations. His firm guarantees plants regardless of whether the nursery or the customer does the planting. But a charge for the labor involved is made for planting replacements. He believes that the cost of the plants is trivial compared to the cost of losing a customer. Deliveries of orders from the garden center and landscape nursery department are consolidated, so that one van-type truck handles them all. Most customers are reasonable about time of delivery and do not expect to receive goods the same day as ordered or purchased.

Customer's Wants

Too many retail store operators believe that a customer has so many wants that he cannot possibly take care of them all, but in a talk on "Selling the Great American Customer," Stephen Douglas, director of trade and consumer relations, Kroger Co., Cincinnati, O., reduced these wants to but eight basic things. Though he represents a chain of supermarkets, he said that when a customer steps into a nursery or garden center his or her wants are no different from those of the customer who enters a supermarket.

Three of these eight wants are uppermost in the customer's mind. He

wants fresh merchandise, the right variety of merchandise and quality. The only thing the customer wants to see when he goes into a place of business is cleanliness—a clean store, clean merchandise and clean personnel. The customer likes uniformity. If you have a product, a service, a display, a sales technique, anything that the customers like just as it is, do not change it because you think something else might be better or might be a welcome change; stick to what the customer wants as he wants it.

Every customer wants friendly, helpful, courteous treatment. The customer wants you to make it easy for him to shop in your store so that it takes less physical and mental effort to buy what he wants at your store than at your competitor's. And last, but not least, the customer wants value. He is conscious of the size of his purse, but price does not mean a thing unless the seven other customer wants are fulfilled too.

Take Customer's Place

If you are aware of your customer's wants and outperform your competitor in fulfilling these wants, Mr. Douglas told listeners, you will sell more and earn more profits. Take a good look at what you have

Imported

JET ROD FLAME GUN

- Sterilizes seed flat soil.
- Burns weeds in walks.
- Thaws frozen pipes.
- Melts ice and snow.
- Many other uses—burns kerosene.



Proved in England where it is made.
Saves time and energy.

POSTAGE PREPAID FOR CASH
WITH ORDER
ONLY \$29.50

For Full Details
Write:

E. C. GEIGER
P. O. Box 270
North Wales, Pa.

BRODLEAF

Imported Holland
PEAT MOSS

Roots screened out

You get the
best part—the Peat Flakes!



OUTDOOR BAMBOO
BLACK AND CLEAR
POLYETHYLENE

HOLLAND BURLAP
SQUARES - 4 Grades

- Boskoop
- Standard
- ROT-NOT
- VIKING WRAPS

**HALF
MOON**

MFG. & TRADING CO.
90 West St., New York 6, N. Y.
Address all correspondence to:
Box 27, Plainfield, N. J. PL 5-8228

FLORISTS' TEXTILES
PLASTICS

X. S. SMITH, INC.

Box 272

Red Bank, N. J.

to sell as the customer sees it. Perhaps your merchandise is not the value you think it is. Ask yourself, if you were the customer, would you buy at your store?

If you are a retailer, you have but three wants, said Mr. Douglas, and everything you do in your business should be directed toward these. First, the retailer wants more customers; second, increase of the per-customer sale, and third, taking care of customers' wants so they will come back again and buy.

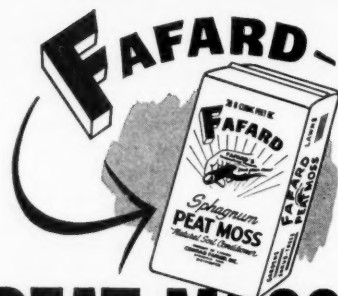
All of us are a long way from being 100 per cent perfect in handling customers. Though his firm, the Kroger Co., enjoyed its greatest year as to sales and profits in 1959, it nevertheless held a 2-day conference of top personnel to discuss how bad they were. According to surveys, they found they were great operators but poor merchandisers, and the only thing that saved them was that their competition was as bad or worse in this respect. The nurseryman is no different. How many are just operators or distributors instead of merchandisers? Retailing is an art. You have to call out to the customer to take notice of and want what you have, not just let him know it is there.

Mr. Douglas mentioned one fault he had experienced with many nurseries—a fault common to some other types of business, too—was that the salesman or the sales literature or product instructions used terms or language convenient to the profession, but not distinguishable or understandable to the customer.

Another fault at some nurseries he had visited was the lack of information about plants on the price tag or a sign in the area where the plant was displayed. All necessary information as to name, color, size, age, price and any other desirable material should be given in language easily understood by the customer. It saves time for both the customer and the salesman. When markup on a plant is relatively high, Mr. Douglas thought that the nursery could afford to provide a little more informative material.

In closing, Mr. Douglas left one more thought, and that was to discard the methods of the past for any better new ideas and remember that "nothing will ever be attempted if all possible objections must be first overcome."

GORDON BAILEY, J. V. Bailey Nurseries, St. Paul, Minn., became a grandfather early in July when Mr. and Mrs. Gordon Bailey, Jr., became the parents of a baby daughter, their first child.



PEAT MOSS

**PURE
SPHAGNUM**
98% ORGANIC

From the great Fafard Bogs in Canada.

Handsomely Packaged with Polyethylene Coating.

1 peck bags to 7 cu. ft. bales. Also German peat moss in 7.5 cu. ft. bales.

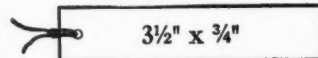
PEAT HUMUS

Priced to produce traffic. Plastic-lined bags 2½ lb. to 100 lb. as well as in bulk.

CONRAD FAFARD, INC.
P.O. Box 774, LOcust 7-3316
Springfield, Mass.

ALUMINUM TAGS

(All-weather)



- Patented cardboard backing permits easy embossing with ordinary lead pencil.
- Heavy eyelet. Copper-wired.
- Attractive silver Aluminum, backed with yellow cardboard.
- Inexpensively priced:
1000 for ... \$16.00 250 for ... \$6.00
500 for ... 10.00 100 for ... 3.00

Please Write for Free Samples

BERRYHILL NURSERY CO.
P. O. Box 696 Springfield, Ohio



KILLS WEEDS

R-H Granular
Weed Rhap-20

Kills Lawn Weeds
Water Weeds
Cornfield Weeds

Ready-to-Use!
Dealers Wanted

REASOR-HILL CORPORATION
Box 36 AN, Jacksonville, Ark.

A. A. N. MEMBERS TAKE LANDSCAPE TOUR

About 150 nurserymen thoroughly enjoyed the landscape tour of residential and industrial plantings at Cincinnati held July 17 prior to the annual convention of the American Association of Nurserymen. For the trip sponsored by the Cincinnati Landscape Association three buses left the Netherland Hilton hotel at 1:30 p. m. Several industrial landscaping projects were pointed out before the first stop at the residence of J. Rauh. Here the nurserymen were permitted to see the intensive landscaping on a small property done by Cassinelli's Glendale Nurseries, Inc., Glendale. Extensive use was made of hedge materials and ground covers, with espaliered trees placed along the wall at the rear of the property.

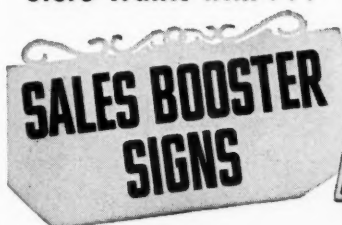
Next visited was the residence of Stuart Maxwell. The landscape project, completed by Natorp Landscape Organization, Inc., Cincinnati, was pictured in the April, 1960, issue of House Beautiful magazine. While the nurserymen and their wives viewed the beautiful hillside development, looking up at the well-planned rock garden from the swimming pool and bathhouse area, the tranquility of the surroundings was broken by a loud splash, and two nurserymen hastened to drag David R. Metzger, Terrace Gardens, Inc., Youngstown, O., from the pool. Maneuvering into position to take a picture of the gardens, he stepped too close to the edge of the pool and lost his balance.

Viewed with awe was the residence and surrounding landscaping on the property of R. Corbett. Located on a hill overlooking the Ohio river, the house included a ceramic blue-tile swimming pool in one wing surrounded by panel glass windows. The same colored tile was used in the outside patio. Breaking up the patio floor were squares planted with small specimens of Chamaecyparis obtusa nana, with ground cover underneath. Two specimen plants of dwarf purple Japanese cut-leaved maples caught the attention of the nurserymen. Landscaped by the Cassinelli firm, this area proved to be a highlight of the tour.

The tour progressed to the residence of O. Bardes, which featured an elevated patio area overlooking the Ohio river. The patio made extensive use of planters and looked down on a small garden area enclosed by a brick wall.

Leaving this residence, also landscaped by Cassinelli's Glendale Nurseries, Inc., the buses traveled through

Garden Centers and Nurseries Increase Store Traffic with . . .



the **EASY-TO-CHANGE**
panel signs that
**"Tell What You Sell,
When You Sell It"**

When you keep your roadside advertising up to date—offering current items and advertising specials—you are bound to increase store traffic and stimulate impulse sales. When you tell your sales story all year long with just one sign—a Sales Booster Sign—you'll be doing as hundreds of profit-wise operators do. They use Sales Booster Signs because they are more economical, more attractive and are easier to change.



- Sales Booster Signs are now available in 3 distinctive styles—one is sure to fit your layout and reflect the good taste of its owner

For Helpful Tips on
How These Proven
Sales Boosters Can
Enhance Your Lot,
Mail This Coupon
TODAY!

GROWERS SIGN SERVICE

Dept. AN-1, Tallmadge, Ohio

Gentlemen: Please send, without obligation, illustrated folder and price list for SALES BOOSTER SIGNS.

Name.....

Street.....

City..... Zone.. State.....



PLANTAINERS

The best containers. 1 and 2-gallon.
Tapered, crimped and enameled green.
No cutting necessary.

THE WILLIS NURSERY CO., Ottawa, Kan.

Your basic manufacturing source for
TINSEL ☆ FLOCK ☆ GLITTER

ADVANCE PROCESS SUPPLY CO., Inc.
2315 W. Huron St. Dickens 2-6600 Chicago 12, Ill.

Remember,
it's **Ryan**

**SOD CUTTERS THAT CUT SOD,
CULTIVATE, AERIFY AND EDGE**

WHAT DO
YOU WANT
A SHREDDER-
GRINDER
TO DO?



PRICES START AT \$129.95
Power equipped — choice of electric or gasoline (\$96 less power) for Model A (above). Larger Model 2-G (top illustration) is \$189.50 with 3-hp Briggs & Stratton engine. Prices f. o. b. Wichita. Larger model available.



THE W-W WILL DO IT!

Buy a Shredder-Grinder that can handle ALL your grinding and shredding jobs. The W-W has interchangeable grinding screen and shredding roller bars to let you process all types of material the way you want it — the way it should be. Shreds organic matter for compost or mulch. Grinds leaves, finishes compost to desired texture, or mixes compost, fertilizer and soil. Makes bench or potting soil . . . processes peat moss, osmunda, hard manure . . . even handles phosphate rock and small bones. Balanced for easy portability. Convenient time payment plan. Write for literature.

W-W GRINDER CORP.

2957-F NORTH MARKET • WICHITA 4, KANSAS

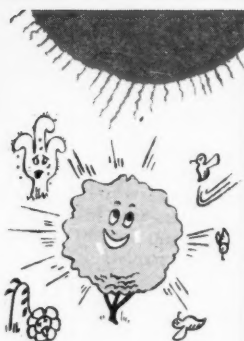
PLANT SHIELD CAN HELP YOU SAVE MONEY—MAKE MONEY

ELIMINATE TRANSPLANTING LOSSES

EXTEND your working season by TRANSPLANTING all summer.
INCREASE effectiveness of spraying by its adhesive action.
MINIMIZE watering labor and costs in the salesyard.
KEEPS salesyard plants fresher and LUSTERIZES the foliage.
PROTECTS against scorching of plants effected by heat and drought.

PLANT SHIELD is a new IMPROVED and ECONOMICAL plastic plant COATING which retards water transpiration during adverse conditions. It is a 100 per cent concentrate containing no filler or extender material. This gives greater coverage plus reduced costs, stronger more flexible film and greater ease in mixing, spraying and cleaning.

GAR-PROD Inc., QUEENS AVE., LINDENHURST, N.Y.



PLASTIC LABELS

- Permanent Label—Easily Attached
- Red, Yellow, Orange, Green
- Printed or Blank—Also Red "SOLD" Tag

	No. 100 1/4 x 5 in.	No. 101 3/4 x 7 in.
Prices per 1000		
1000 to 4000	\$4.40	\$6.40
5000	4.00	5.40
10,000	3.25	4.75
20,000	3.15	4.65
50,000	2.95	4.50

Plastic Bin Cards—Any Size. Printed or Blank

Write today for prices and samples.
PREMIER SOUTHERN TICKET CO., INC.
1621 Dana Ave. Cincinnati 7, Ohio

We Stock a Complete Line of Greenhouse and Garden Supplies



Florist Products
Incorporated

Originators and Manufacturers of
Carnation and Mum "Saf-Pak" ®
1843 E. Oakton Des Plaines, Ill.
Paul H. Lange, Prop. All Phones: VAnDerbilt 7-2187

Alms park, which contained many specimen trees and provided a scenic view of the Ohio river. At Ault park much interest was expressed in the rose garden, which exhibited many types of mulches on the beds.

On the way back to the hotel, several more industrial plantings were pointed out. Causing special comment was the large lettering of "Gibson Cards," done with Japanese yews at the Gibson Art building. The nurserymen arrived at the hotel at 5:15 p. m.

GARDEN CENTER TOUR AT A. A. N. CONVENTION

Two bus loads of nurserymen, numbering approximately 100 persons, departed from the Netherland Hilton hotel, Cincinnati, O., Saturday, July 16, at 11 a. m., for a special tour of garden centers, arranged by the garden center committee of the American Association of Nurserymen.

Visited first was the Montgomery road store of the William A. Natrop Co., Cincinnati, where an attractive circular rose display garden adjoining the lath area that surrounds the garden store was inspected. Perennials, annuals, flowering shrubs, and evergreens were arranged in beds in the lath area, and seen at the rear was a simulated house front with a foundation planting.

Behind the garden center the extensive lath area growing grounds were equipped with overhead irrigation. Also inspected were the propagating greenhouse and some stock in open fields.

Next visited by the group after having a box luncheon aboard the buses was the elaborate South Garden Center of the Siebenthaler Co., Dayton, O. In the attractively built store was an elaborate gift section, in addition to foliage plant and hard goods sections. Adjoining the store were the display beds of B&B evergreens under lath, with concrete walks completely covered so shopping can be done in rainy weather. An extensive concrete area at the rear of the store is used for displays of perennials and annuals, Christmas trees and other items according to the season.

After an hour and a half visit, the nurserymen returned to the hotel, arriving at 5:15 p. m.

OPENING of Blue Horizons Nursery June 5 was announced by Mr. and Mrs. H. B. Warner. The nursery is located midway between Point Arena and Gualala, Calif.

**"Most satisfactory experience with benched roses.
Strong, vigorous stems...uniformly large-sized buds
...intense color."**



says Mr. Earle D. Bennett

**Bennett Flowers and Greenhouses, Inc.
Casper, Wyoming**

Heller-Gro can make your operation more successful. That's because it is an efficient, complete plant food containing all the ingredients necessary for growth. Heller-Gro has three types of nitrogen which provide immediate response, as well as longer growth response.

Heller-Gro is a paste concentrate completely soluble in water. There is no residue—no waste—and no clogging of your mixing apparatus.

Economical 50-lb. pail makes 2500 gallons of feeding solution. Also available in 3¼-ounce tubes 1- and 3-lb. cans, for retail sales.

HELLER-GRO

... another fine product of

BOYLE-MIDWAY, 22 EAST 40TH STREET, NEW YORK 16, N. Y.

LANDSCAPE PROGRAM

[Continued from page 13]

tell about them. Most people do not see or absorb into their minds everything they are shown; they have to be told, too. Remove any doubt about the need for your product. Impress the customer that the higher the cost, the lower the maintenance. Some people are afraid to put in much in the way of landscape plantings because they are afraid they cannot keep them up. Time for maintenance, as well as, or instead of, money for maintenance, may be the factor.

The landscape nurseryman should try to sell only what he is equipped to deliver. It does not sell a job in the end if the salesman talks about a lot of the fabulous ideas for beautifying or decorating the landscape, if his company is not able to do such work.

There are a number of good and easy ways to tell the public about your business. There are the appearance of your own home and place of business, as well as the appearance of your employees and equipment. Do they all represent you to best advantage? Signs on the jobs you are installing are another good advertisement. Mr. Dalsimer said that his firm used one reading

"Excuse our appearance, we're being landscaped by Dalsimer."

Photographs and articles about your landscape jobs in newspapers and magazines are excellent sales promotions. Usually they cost no more than the price of the photographs and your time and effort to supply the information.

Mr. Dalsimer is an advocate of the policy of guaranteeing work and gives a 100 per cent guarantee, because he believes, if the nurseryman does good work and charges sufficiently for his product and his service, he can afford to guarantee it.

Following up completed jobs is highly important. With what it costs to do business, said Mr. Dalsimer, one cannot afford to stop interest in a job just because the planting order has been completed. It is an excellent idea to go back later and look at the landscaping from the customer's viewpoint and see if it could look better in any way. Your continued interest in the customer produces his good will and his inclination to recommend you to new prospects.

The landscape nurseryman should try to be creative in his work and not copy. He should know exactly what he is doing in all phases of the job, use no guesswork. Let your customers do the experimenting for you.

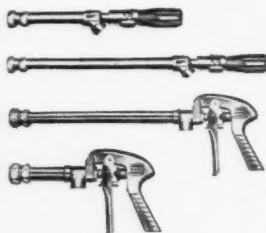
Many like to try new things and will be pleased if you give them new products to try, saving you the time, effort and expense of testing them yourself. And last, remember that your word becomes a promise. If you cannot do a good job at the price the customer will pay, then do not take the job.

Benefits from Your Business

"How To Get What You Want Out of Your Business" was the subject discussed by J. Frank Styer, Styer's Nurseries, Concordville, Pa. He listed five things; namely, a good living, enjoyment instead of drudgery, provision for the family's future, avoidance of the necessity to work and a respected position in one's community. He pointed out that most landscape nurserymen owned property, which distinguished them from landscape contractors, and the landscape nurseryman often used it to grow plants on some scale, which gave him the appearance of being an expert. Also, growing nursery stock provided the operator with some income tax protection, in that he could utilize the capital gains provision. Nursery property has also proved a valuable inheritance for many families.

If necessity is the mother of in-

SPRAYING SYSTEM CO.

GunJet®**SPRAY GUNS**for faster
more effective
tree spraying

See the complete choice of GunJet Spray Guns for every type of spraying. Interchangeable orifice tips for every chemical and spraying need. For pressures from 30 to 800 psi. Easy to handle, adjust and control.

• for complete information write for Bulletins 65, 69 and 80.

SPRAYING SYSTEMS CO.
3206A RANDOLPH STREET
BELLWOOD, ILLINOIS

**TESTS SOIL
IN SECONDS!**

**INCREASE YOUR
CROP YIELD—**
with low-cost portable
KELWAY SOIL TESTER . . .

easy-to-use, easy-to-read. No complicated chemicals, no time consuming tests. This revolutionary, scientific device gives immediate, accurate acidity and moisture readings. Used by farmers, agriculturists, nurserymen. Fully guaranteed! Price — only \$29.50, complete with handy carrying case, pays for itself many times over in one season. Send to:

KEL ENGINEERING & EQUIPMENT CO.
Dept. AN-10 P. O. Box 744
New Brunswick, New Jersey

IT COSTS NO MORE
(and in most instances less)
FOR OUR PACKING OF
Nursery Burlap
Squares and Rolls

Write for prices and samples

L. ATKIN'S SONS
P. O. Box 167 Rochester, N. Y.

vention, then laziness is its father, said Mr. Styer, because most of us work so as to be able to quit work someday, and we work to make our businesses run smoothly in our absence. We should try to train our employees to assume more responsibility, and most of them like to do so.

Mr. Styer said that the description of a landscape nurseryman from the public point of view might be that he was queer, dirty, possessed a limitless fund of knowledge and was a born civic leader, and neither landscape contractor nor landscape architect gained this respect. It behooves the landscape nurseryman, he said, to know more about plants than any other person in his community, to belong to trade associations and publicize that fact and to belong to local civic organizations and be active in them.

Summer Landscape Sales

The last speaker of the afternoon was Roy Graham, Old Orchard Gardens, Webster Groves, Mo., who told "How To Build a Summer Volume in the Landscape Department." He operates two garden centers on the outskirts of St. Louis, one of six acres and the other of five acres; a 50-acre nursery on which are grown 90 per cent of the trees and shrubs sold in his garden centers, and a landscape department employing three designers. He does no wholesale business. His summer sales have increased 600 per cent in the past four years, he said.

Mr. Graham runs newspaper advertisements the year around, with basically the same type of advertisement every week so that the public will recognize his company's name when a representative of the firm comes to call.

There are two main problems concerning summer sales. One is to educate the public to the idea of summer planting and the other is to have the plant material for use in summer. He has found that applying Wilt-Pruf on plants lined out in pots is a successful way of keeping them in condition for summer planting. This material is now available in solvent form, so that it does not stop up pumps or sprayers. At Old Orchard Gardens, the Wilt-Pruf is sprayed on the tree or shrub shortly before it is dug, about four or five days before the time it will be planted on the landscape job or by the customer. Then it is put in the shelter of the lath house and lightly sprayed with water several times a day. All potted material is watered by an overhead sprinkler system, and plants are fed by an injection-type liquid feeder,

AMERICAN NURSERYMAN

PLASTIC TAGS

**IDEAL FOR
GREENHOUSE OR FIELD**



No. 60. Size 3/4x6 ins.

• **RE-USABLE** •

Erase and write again!

250	\$3.00	per lot
500	5.00	per lot
1,000	8.00	per 1000
2,000	7.75	per 1000
3,000 to 4,000	7.50	per 1000
5,000	7.25	per 1000
10,000	6.50	per 1000

Colors: Yellow, Red, Blue, Green and White. Colors may be combined for quantity price. Minimum 250 each color.

Net 30 days, F.O.B.
Grand Rapids, Mich.

Free delivery for check with order.

Write for price list and samples of plain and printed paper tags.

IMPERIAL TAG & PRINTING CO.
312 Straight, S. W. GRAND RAPIDS 4, MICH.

\$

**MORE
FLOCKING PROFITS**
with the
KING FLOCKER

(Pat.)

Puts the flock on the tree not the floor.

Instant control for delicate spotting of wreaths, centerpieces, etc.

Write for circular.

SCHWINHORST METALSMITHS
3521 Holmes Kansas City 9, Mo.

**THE TORCH LAKE
PINES CO.**

Bellaire, Mich.

Growers-Buyers-Sellers

Sheared and Sprayed

**CHOICE
SCOTCH PINE
CHRISTMAS TREES**

Inquiries Invited

with one part of fertilizer to 100 parts of water.

Small ornamental trees are dug bare root and put in wire baskets filled with a sandy loam soil, on top of which is a 2-inch layer of peat moss. The wires in the baskets are about eight inches apart and can be cut easily with a sharp knife at planting. The baskets are made to order for the nursery in sizes ranging from 18 to 30 inches, with the largest costing \$1 each, and the smallest, 45 cents.

Mr. Graham saw no need to cut the price of potted roses in summer just because there are some left to sell. Actually, the plant in bloom is at its best and should be at its most appealing stage to the customer. If a plant is in bigger and better shape, then why sell it at a discount?

The industry is at fault, said Mr. Graham, if customers even have to ask "Is it too late to plant?" Let the other fellow tell him it is too late, but if you are a modern nurseryman, you are the expert and you will know what and how to plant in summer, he said. Many of us are just too lazy to think out the problem.

SECRETARIES' MEETING

[Continued from page 10]

laws or prevent adverse legislation at their state capitals.

He suggested that officers and/or legislative representatives of the various state associations meet annually for regional or national conferences to share problems and discuss procedure. It is becoming increasingly difficult for an industry to do business if it is not represented adequately during sessions of the national and state legislatures.

Some "Agricultural" Hedging

Several of the secretaries cautioned about tying the nursery industry completely to agriculture, not only because some phases of the nursery industry—the retail, for instance—are actually small business rather than agriculture, but also because agricultural pursuits are becoming a progressively smaller part of the economy. If completely identified with agriculture, the industry may easily be left in a minority group some day. In addition to seeking the support of agricultural groups in legislative matters, it is equally important to gain the support of business, industrial and civic groups.

Elmer Merz, secretary of the California Association of Nurserymen, said that it is necessary to analyze every bill that comes before the legislature. On the surface some

This nursery stock will thrive...



because **SESONE**
kills the weeds, cuts the cost of weeding!

More and more nurserymen are saving thousands of dollars with SESONE by eliminating hard labor in weeding while their nursery stock grows stronger, healthier, more profitable when it is sold!

Established nursery stock thrives when soil is kept weed-free with SESONE, the pre-emergence chemical that kills weed seeds before they sprout. SESONE gives excellent results on a wide variety of nursery stock—evergreens, shrubs, trees, perennial flowers, lined-out stock, raised beds—because it saves labor, increases income by preventing weeds before they become a problem!

Investigate the approved way of assuring yourself of highly saleable stock. See your Amchem Dealer today!



SESONE

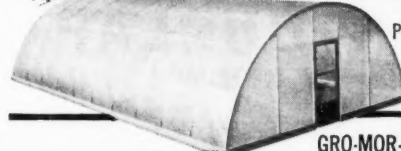
Amchem is a registered trademark of
AMCHEM PRODUCTS, INC. (Formerly American Chemical Paint Co.)
AMBLER, PA. • St. Joseph, Mo. • Niles, Calif.

Plastic Users Choice! **Gro-Mor**



**SIMPLE CLAMP-ON
CLAMP-OFF METHOD OF
COVER APPLICATION**

**IDEAL GROWER SIZES: 11,
22, and 25 Ft. Widths.
Lengths available
in Multiples of 8 Ft.
... from 32 Ft.**



Please write for Catalog and Price Sheet—AN

Lord & Burnham

Irvington, N. Y.

GRO-MOR-another fine product of Lord & Burnham

Even in HOTTEST days
Your GREENHOUSES
STAY COOL

With
FULTON



FAN-FOGGERS **\$29.95**
F.O.B. FACTORY

STOP SUMMER HEAT LOSSES

Protect your crops in hottest weather... Economically! Ventilate as you cool. Maintain humidity. Use **BIG 20"** Fan-Foggers with twin mist nozzles for modern, low-cost evaporative cooling.

Simple to own and operate—Just connect **FAN-FOGGERS** to existing water and electric supplies and your Greenhouse is ready for better summer crops at lower cost.

No hidden extras to buy... no costly installations. Fulton **FAN-FOGGERS** are shipped complete and ready to operate.

UNCONDITIONAL ONE-YEAR GUARANTEE

ACT NOW! Write for complete information.

Ideal for
GREENHOUSES
PROPAGATION
LATHE HOUSES



FULTON
1828 Southern Ave. Shreveport, La.

LOW COST GREENHOUSES
ALUMINUM • PLASTIC • WOOD •
CLEAR SPAN ANY STYLE ANY TYPE

ROUGH BROTHERS

ORDER ASBESTOS BENCHES NOW!

Durable—Long Life—Eliminates Fungus Growth—Will Not Crack When Sterilizing

Rough Brothers is your guarantee of quality benches.

BENCH HARDWARE — Angles — Corners — Sides. Heavy-gauge galvanized metal shaped to slip over sides and corners firmly. Sides $\frac{3}{8}$ and $\frac{1}{2}$ in. thick — 4 and 6 ins. high. Angles $\frac{3}{16} \times \frac{1}{2}$ in.—size 4x5 ins. Write for information on Bench Hardware!

4229 Spring Grove Ave., Cincinnati 23, Ohio

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

A. M. LEONARD & SON
PIQUA, OHIO
Knives - Shears - Pruning Tools
Nursery Spades-Grafting Supplies
Write for Catalog

BURLAP
NEW YORKER BAG & BURLAP CO.
651 Marshall St.
Elizabeth, N. J.

might not seem to apply to the nursery industry, but many times hidden aspects or later amendments do apply. Almost any legislation affects some phase of the nursery business, he believed. By and large, the legislative interests of the industry can be divided into four categories, these being taxation, licensing, labor laws and nursery standards.

Second Session

First order of business at the July 19 session was a treasurer's report by Erwin Whitham, who reported that the association has a net worth of \$2,310.

Feature of new business was a discussion of possible ways to increase attendance at the meetings. One suggestion urged that the meetings be held at Chicago or some other central area at a time when competition from other meetings would not interfere with attendance.

Another suggestion was that the secretaries meet either before or after the proposed A. A. N. legislative study meeting. Possibilities of a pre-convention meeting were also discussed, and it was decided that the meeting in 1961 would be held the Sunday afternoon immediately preceding the A. A. N. convention. Planning of a program for the 1961 meeting was left in the hands of the officers.

Other business centered around a discussion of projects that the association could conduct to provide information or materials that would help improve each individual secretary's ability to serve his association. Several possibilities were mentioned, but no positive action was taken at this meeting.

Conducting Small Meetings

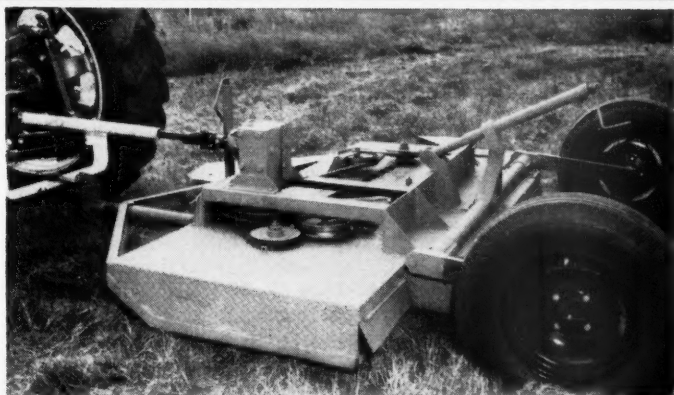
After the business session, the secretaries had a panel discussion of procedures and techniques to use for conducting small meetings. Panel members were Edwin Kirk; Dr. William Snyder, New Jersey, and Harleigh Kemmerer, Illinois.

Secretary Kirk, discussing pre-convention planning, presented a 4-point program as follows: (1) The secretary should help the president select members to serve on committees, and each committee member should be notified of his assignment; (2) a place for the meeting should be selected; (3) the date and meeting place should be announced to the general membership, and (4) there should be at least one meeting of the committee chairmen.

Procedures and techniques for use during the meeting were presented by Secretary Snyder, who empha-

NEW!

1960
SUN-MASTR®
Model T-390
**OFFSET
ORCHARD MOWER**



EXTRA STURDY! MORE EFFICIENT! LESS EXPENSIVE!

Tested and approved in both large and small nursery operations—with amazing success! MOWS grass—CUTS weeds—SHREDS prunings. Trailer type with universal drawbar for any two, three, or four-plow tractor.

CHECK ALL THESE PLUS-VALUE QUALITY FEATURES:

- 3 sets of overlapping spring-steel blades
- 40-HP Borg-Warner gear box
- Blades driven by 2 heavy-duty V belts.
- Main shield of 4-way steel floor plate, sturdily braced and electrically welded
- Enclosed ball-bearing-type parking and height-adjusting jacks
- High-speed wheels with Timken bearings
- Drive shaft equipped with Blood Brothers needle-bearing universal joints

FREE Write, wire, phone
for FREE illus-
trated catalog and low prices.

SUNFLOWER INDUSTRIES, INC.

501-11 Kansas Ave.

Phone P0plar 4-1280

Olathe, Kans.

sized the importance of preparation before the meeting starts. As an example, he mentioned that projection material should be set up in advance and checked to be sure it was the correct size and type. Dr. Snyder also mentioned that assignments for specific responsibilities such as registration, running of errands, etc., should be delegated to specific individuals.

Other in-meeting problems include selection of persons for the head table, a policy for handing out complimentary tickets, allotment of time for visiting exhibits and keeping the program on schedule.

Need Post-Meeting Session

After meeting jobs and responsibilities were discussed, Secretary Kemmerer stressed the need for a post-meeting session to be held while the activities of the meeting are still fresh in the minds of the directors or others responsible for planning the meeting.

The session should include a discussion of what was wrong or poorly organized at the meeting, and definite decisions should be made to prevent the same things from happening at future meetings. The post-meeting session should also be used for a meeting with representatives

of the hotel to iron out any complaints.

Other post-meeting activities suggested by Mr. Kemmerer were preparation of a summary of the meeting for publication to be distributed as soon after the meeting as possible and preparation of a report for the directors. The report should include total income and expenses, number of tickets sold for each event, a list of persons who received complimentary tickets and a list of persons who attended the meeting.

SOCIAL EVENTS

[Continued from page 14]

Ault park. This gift was made by the All-America Rose Selections group.

On behalf of the Virginia and Maryland nurserymen's associations, Sam Tankard, the Tankard Nurseries, Exmore, Va., invited the nurserymen to attend next year's annual convention at Washington, D. C.

Tuesday evening, 225 nurserymen attended the Cincinnati - Chicago Cubs baseball game. A special block of tickets was on sale near the registration desk.

Past Presidents' Banquet

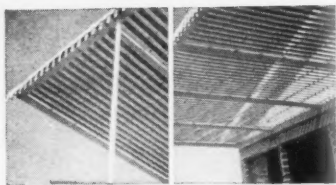
A. A. N. members and their guests gathered at 7:30 p. m. July 20, in

the ballroom of the Netherland Hilton hotel for the final event of the 85th annual convention, the traditional banquet honoring the association's past presidents.

Fifteen of the 28 living past presidents and those wives also in attendance at the convention were introduced and applauded. They were Mr. and Mrs. Lloyd C. Stark, who served in 1917-18 and 1920-21; John Fraser, Jr., 1931; Paul Stark, 1932-33; Mr. and Mrs. Avery H. Steinmetz, 1940-41; Edwin J. Stark, 1941-42; Mr. and Mrs. Frank S. LaBar, 1942-43 and 1943-44; J. Frank Sneed, 1945-46; Richard H. Jones, 1946-47; Mr. and Mrs. John B. Wight, 1951-52; Mr. and Mrs. John D. Siebenthaler, 1953-54; Mr. and Mrs. J. B. Baker, Jr., 1954-55; Mr. and Mrs. Vernon Marshall, 1955-56; Clyde H. Stocking, 1956-57; John Fraser III, 1957-58, and Robert M. Hobbs, 1958-59.

Telegrams of remembrance were sent to the 13 other living past presidents. One of them, J. Awdry Armstrong, was in Europe, and another, William Flemer, Jr., left the convention early to pack for a trip to Europe starting July 22. Past President Paul Stark celebrated his birthday anniversary at the banquet. Executive Vice-president Richard P.

ALUMALATH



CONTROLLED SHADE ALL DAY

ALUMALATH is a modern, beautiful, sun-shade material for plant protection or commercial displays. It is used extensively for lath houses, greenhouses, patios, car ports, kennel runs, trailer and home awnings and other needs for ventilated sun protection. Light to support, easy to erect, it has withstood hurricanes and heavy snows. Costs from 21¢ to 35¢ per sq. ft.

Write for sample and literature.

ALUMALATH

Box A555
Sunset Beach, Calif.

Utility Tubs • Redwood Tubs
Bamboo Canes
Plants • Seeds • Bulbs
Hy-Lo Heaters

General Greenhouse Supplies

Eastern Distributor
AL SAFFER & CO., INC.
130 W. 28th St., New York 1, N. Y.

ALEC HENDERSON, INC.
1313 W. RANDOLPH STREET
CHICAGO 7, ILL.

WOOD LABELS

For Nurserymen

DAYTON FRUIT TREE
LABEL CO.

Ray and Kiser Sts.
DAYTON, O.

POLY-TAINERS

For Growing Quality Nursery Stock
PRACTICAL—ECONOMICAL—EVERLASTING
TRIAL CARTON \$12.75. Postpaid
15 EACH, 3 AND 5-GALLON SIZES
Native American Holly Farms
115 S. Penn St. Manheim 10, Pa.

White, who introduced the past presidents, said that at the next convention a film featuring all the living past presidents would be shown.

The immediate past president, Robert Hobbs, presented a certificate of appreciation from the A. A. N. to the retiring president, Valleau Curtis, and inducted him into the past presidents' club by pinning in his lapel the insignia of that group. John Fraser III gave him, from the A. A. N., its traditional gift to the retiring president, a set of luggage.

New Officers Introduced

Mr. Curtis then introduced the new vice-president, L. H. McGuire, and his wife, and the new president, Vincent K. Bailey, and his wife and presented Mr. Bailey with the Minnesota gavel to use during his term in office.

The director from region V, Clark Kidd, presented Miss Carol Dean, Tyler, Tex., the queen of the 1960 Texas Rose Festival, who presented Mrs. Valleau Curtis with a bouquet of roses and invited all to attend the festival October 13 to 16 at Tyler. Miss Dean is the 23rd queen and the first nurseryman's daughter to reign over the festival. She is the daughter of Mr. and Mrs. L. A. Dean and a niece of Mr. and Mrs. Clark Kidd.

A standing ovation was given James Scarff, general convention chairman.

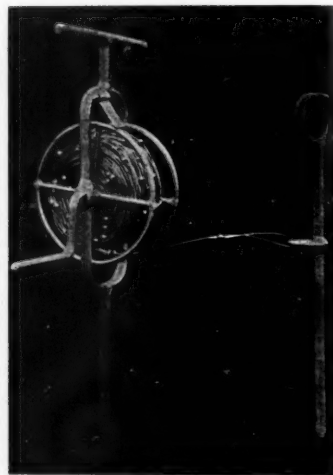
To conclude the program, Floyd Bass, chairman of exhibits, and Miss Dean presided at the presentation of prizes to the conventioners who had visited the most trade exhibits. Mrs. Cornelius Van Tol, Southboro, Mass., received a television set; John Ostrander, Louisville, Ky.; a movie camera, projector and screen; Mrs. Sidney B. Hutton, Jr., West Grove, Pa., a Polaroid camera; R. W. Ferguson, a set of golf clubs; Mrs. Ernest B. Miller, a transistor radio, and Mrs. Brent Copenhaver, Mechanicsburg, Pa., fishing gear.

All the dinner tables were decorated with centerpieces of red and white carnations and ferns. The wives of the officers and past presidents wore white orchids. The orchestra played for dinner and afterward for dancing until 1 a. m.

Gavel Presentations

A gavel made from wood from the historical Pemberton oak tree of American Revolutionary War fame was presented to the A. A. N. at the first business session from Owen Wood, Wood-Howell Nurseries, Inc., Bristol, Va. In Mr. Wood's absence, A. S. Gresham, Jr., Gresham's Nurs-

SAVE TIME and MONEY with our PLANTING LINE



The spacing is on the line.

We make lines for your requirements in full 100-foot lengths. State length and spacing needed. Stock sizes 200 and 400 feet, spacings 12, 15, 18, 24, 30 and 36 inches.

A. H. GUTBROD CO.
P. O. Box 191 Irvington, N. J.

ADAIR'S MONEY-MAKERS Tree Diggers — Root Pruners Special Cutter Blades

It is impossible to adapt diggers to some loaders. Be wise, make sure, write.

CHARLES ADAIR CO.
1225 Cottage Grove Ave.
CHICAGO HEIGHTS, ILL.

ALUMINUM SUN-FIN RADIATION

Ideal for Greenhouse Heating



**EASILY INSTALLED
IT WILL NOT RUST**

Descriptive literature and prices sent on request

SUNDERLAND PIPE SHOP
4302 Woodland Ave., Kansas City, Mo.

Write today for facts on landscaping profits . . . and labor savings . . . with

YORK RAKES

Dept. AN-80

YORK MODERN CORP.
UNADILLA, NEW YORK
Headquarters for Mechanical Rakes

ery, Inc., Richmond, Va., made the presentation.

Enhancing the lobby of the convention hotel, the Netherland Hilton, was a Japanese garden landscaped by members of the Cincinnati Landscape Association under the direction of Peter Cassinelli. Members of the association are Ammon Nursery, Cassinelli's Glendale Nurseries, Wilbur DuBois & Son, Four Acre Farm Nursery, Elmer Heitmeyer Nurseries, McCullough Seed Co., Mount Pleasant Gardens, William A. Natorp Co., Persons Garden Store, Elsa Sterritt & Sons, T-K Garden Store, Webb Garden Store and Wyoming Nurseries.

Ladies' Reception

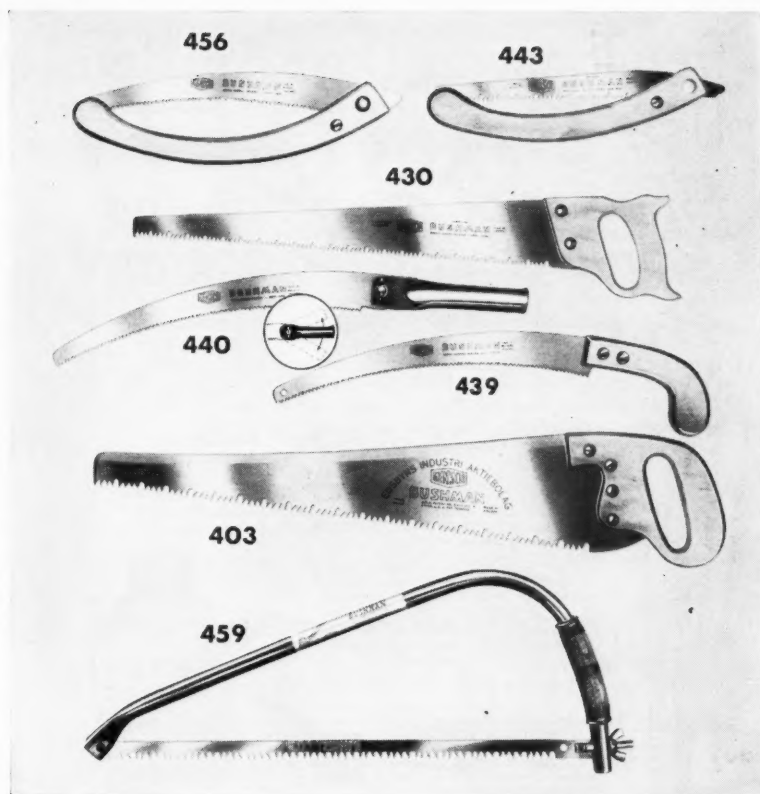
The first social event for the 154 ladies in attendance at the A. A. N. convention was held Sunday, July 17, in the Netherland Hilton's Continental room. Mrs. James Scarff, New Carlisle, O., and her committee, Mrs. William Burton, Cass-town, O.; Mrs. Carl Kern, Jr., Cincinnati, O., and Mrs. James Siebenthaler, Dayton, O., were responsible for the party. This committee greeted the ladies as they approached the Continental room and presented each with a name tag to which a delicate yellow ribbon rose was attached.

The receiving line included Mrs. Scarff; Mrs. Valleau Curtis, Callicoon, N. Y.; Mrs. Vincent K. Bailey, St. Paul, Minn.; Mrs. Richard P. White, Washington, D. C., and Mrs. Jack Siebenthaler, Dayton, O.

Coffee, tea and punch were served with the tea cakes. Seating was arranged to form small conversational groups around coffee tables at either end of the room. Included among those who poured were Mrs. Roy T. Clavey, Deerfield, Ill.; Mrs. A. S. Gresham, Jr., Richmond, Va.; Mrs. John Fraser III, Huntsville, Ala.; Mrs. Robert J. Baker, Fort Worth, Tex.; Mrs. Robert M. Hobbs, Bridgeport, Ind.; Mrs. Frank LaBar, Stroudsburg, Pa., and Mrs. L. H. McGuire, Tacoma, Wash.

Ladies' Luncheon

About 220 ladies attended the luncheon meeting of the A. A. N. ladies' auxiliary Tuesday, July 19, in the Continental room of the Netherland Hilton hotel. A centerpiece of red roses used to decorate the individual tables was made of individual rose corsages, one for each lady present. Individual favors at each place included a gold chain necklace with a cultured pearl and a booklet of "Ohio Recipes for the June Bride of One Month or 40 Years" especial-



Bushman pruning saws with curved blades help you do the job faster

No.	Description
456	14" Saw with folding handle
443	12" Saw with 12" folding handle
430	20" Light duty utility saw
440	Tubular extension saw
439	14" Saw with pistol grip handle
403	24" Heavy Duty utility saw — polished steel blade — varnished beech handle
459	21" Saw with wing nut blade adjustment

You cut faster and easier with Gensco Bushman pruning saws. All curved saws have a peg tooth design with blades made of heavy gauge Swedish Steel. Handles are of durable beech wood. If you want smooth, rapid cutting, buy GENSco BUSHMAN pruning saws today.

GENSCO TOOLS

A DIVISION OF GENERAL STEEL WAREHOUSE CO., INC.
1822 North Kostner Avenue, Chicago 39, Illinois

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

NAMSCO PEATS =

FINELY GRANULATED
HIGHLY ABSORBENT
TOP-QUALITY
CANADIAN AND
EUROPEAN

**PEAT
MOSS**



SALES REPEATS

Prompt Shipments
'Hollandia' Burlap
SQUARES
REED MATS
for Coldframes

Write for Prices
State Requirements
NEW AMSTERDAM IMPORT CO.
120 Grand St., White Plains, N. Y.

Tree Trimming Days Are Here!— Use **BARTLETT** for ease of operation and protection to the operator



No. 1-WSQ

The New No. 1-WSQ Tree Trimmer

The most powerful cutting tool of its kind ever produced. Compound Lever cutting head, pulley and rope action provide ample power for cutting branches up to 1 1/4 ins. with slight effort.

The new No. 1-WSQ tree trimmer illustrated herewith is designed to meet the requirements of customers who prefer a square end pole. To do this we have produced a square end mount tree trimmer head. The No. 1-WSQ is equipped with a laminated Sitka Spruce Pole and can be supplied either in one piece or sectional poles.

No. 1-WSQ—8 ft., \$20.60
8-ft. Extension Section to Make 16 ft.—\$9.25

BARTLETT TREE PAINT

An asphalt-base wound dressing which promotes healing of tree wounds, affords long-lasting protection and is easily applied, BARTLETT TREE PAINT is now available in 12-oz. Aero-Pack cans. Just press the button and spray. 1 can, \$1.95 retail; 12 cans, \$17.75 retail. P. O. B. Detroit. Note: We will mail one sample can for \$1.95 delivered to your address in U. S. A. Jobbers write for special wholesale prices. Also packed in 1/2-pt., 1-pt., 1-qt. and 1-gal. cans for application by brushing.

Regular Price 12-oz. Can—\$2.50

No. 124B Special Utility Saw 24-in.



Special fast-cutting saw with lightning teeth makes smooth cuts. Easily filed without gauges. 2 patterns, 24-in. and 26-in.

No. 124B—24 inch, \$9.50, "D" handle
No. 114B—26 inch, \$9.75, horn handle
Prices delivered in U.S.A. No C.O.D.'s please.

BARTLETT MANUFACTURING CO.
3058 E. Grand Blvd. Detroit 2, Mich.

Catalog Free upon Request



PRICE LISTS

Send copy of present price list and get quotation. No obligation.

COURIER NURSERY PRINTERS

Phone: TWINBROOK 3-5113

Associate Member A. A. N. — We Specialize in Nursery Price Lists

- MONEY-SAVING PRICES
- True-to-name Paper Stock
- Fast, Dependable Service



**Dress Your Plants
for Market!**

Use **UNION PLASTIC POTS**
in **GAY COLORS** for
extra sales appeal!

UNION PRODUCTS, INC.
Leominster, Mass.

XMAS TREES



**Cut Trees—Wholesale
TRUCK & CARLOADS
NURSERY GROWN**

Select Quality Trees that Hold
Their Needles for Months —
Scotch Pine — 2 and 3 times
Pruned and Sheared.

AMERICA'S LARGEST GROWERS of XMAS TREES

MUSSER Box 16-H INDIANA, PA.

ly compiled for this event by Mrs. Paul Bosley, Sr., Mentor, O. In addition to the roses, gardenias decorated the two head tables, and orchid corsages were presented to these honored guests.

Mrs. Jack Siebenthaler, Dayton, O., president of the ladies' auxiliary, presided and gave a brief history of the group. Mrs. Siebenthaler introduced the ladies at the head table. Included were Mrs. James Scarff, New Carlisle, O., chairman of the ladies' convention activities; Mrs. A. S. Gresham, Richmond, Va., vice-president of the ladies' auxiliary; Mrs. Merton Natorp, Cincinnati, O., secretary of the group; Mrs. Richard P. White, Washington, D. C., and Miss Daisy Jones, garden editor of the Cincinnati Times Star.

Past Presidents Honored

At the second head table were seated former presidents of the ladies' auxiliary present at the convention. Sharing this honor were Mrs. W. F. Kelly, Dansville, N. Y.; Mrs. Howard Burton, Castown, O.; Mrs. L. A. Dean, Tyler, Tex.; Mrs. Walter Coon, Farmington, Mich.; Mrs. Valteau Curtis, Callicoon, N. Y., and Mrs. Jack Jones, Dallas, Tex. A special gift of earrings, matching the necklaces given as favors, was presented by the group to each of these past presidents.

Another special treat was announced when each lady present was asked to check the back of her chair to look for a small red rose taped to the back. First winner was awarded a \$10 merchandise certificate at Shillito's department store and the next four winners received \$5 certificates.

The guest speaker for the afternoon was Floyd Niswonger, Cincinnati police department, whose subject was "The Swindler or Confidence Man."

Mrs. Natorp read the minutes of last year's meeting at Philadelphia. In the absence of the chairman of the nominating committee, Mrs. Gresham presented the slate of new officers, which was unanimously elected as follows: Mrs. Gresham, president; Mrs. Maurcie N. Marshall, Denver, Colo., vice-president, and Mrs. Scott Wilmore, Denver, Colo., secretary.

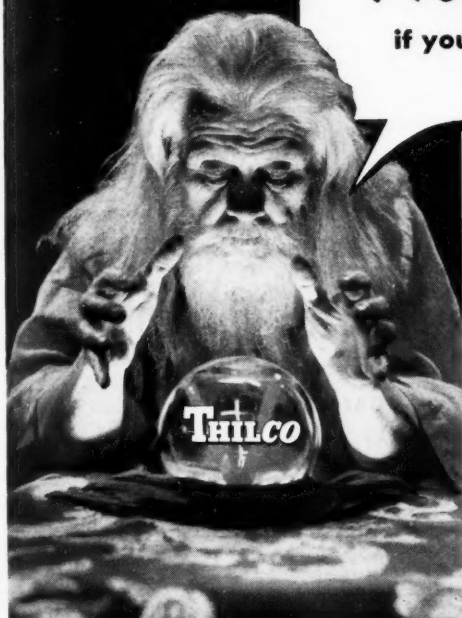
Juniors' Program

A full program was enjoyed by the younger set attending the convention under the able direction of the juniors' cochairmen, Mr. and Mrs. Merton E. Natorp, Cincinnati, O., and Mr. and Mrs. Joe Strickfaden, Sandusky, O. Sunday afternoon, July 17, about 100 juniors attended a get-

"I foresee safe protection...

if you wrap to ship with Thilco

Special NURSERY WRAPS"



Truer words were never spoken — so why gamble on plant and shrub damage losses by using inferior wrappings when Thilco Special NURSERY WRAPS protect tender roots with safety and surety — are so easy to handle — and save so much in shipping costs over heavier, cumbersome methods. Poly-coated, Asphalted and Waxed grades now available in "small nursery" quantities — and can be furnished PRINT-DECORATED to your own desires for just a few cents more!

NURSERY WRAPS FOR EVERY WHOLESALE-RETAIL NEED

- POLYETHYLENE COATED KRAFTS
- WAXED AND WAX-TREATED KRAFTS
- ASPHALT LAMINATED KRAFTS
- DUPLEX COMBINATION WRAPPINGS
- STRONG, FLEXIBLE, CREPE COMBINATIONS
- VENTILATED, TIE-STRIP BULB BAGS
- POLY-COATED SEED PACKETS
- CUSTOM GRADES FOR EVERY NEED
- RETAIL SALE COUNTER ROLLS —
- PRINT DECORATING — ALL GRADES AND BAGS



Thilco

Functional Papers

THILMANY PULP & PAPER COMPANY
KAUKAUNA • WISCONSIN

WRITE FOR FREE NURSERY WRAP SAMPLE KIT

... Direct to mill or any of these sales offices

NEW YORK • CHICAGO • DETROIT • BOSTON • CLEVELAND • CINCINNATI • CHARLOTTE

acquainted party at the Netherland Hilton.

A professional entertainer, hired for the occasion, led games to introduce all those present. Cookies and Cokes were served. In the evening the juniors joined the adults for the "Buckeye and Hoosier" night.

Assisting in Monday's activities were Mr. and Mrs. Louis Bookwalter, Springfield, O.; Mr. and Mrs. Zophar B. Warner, Willoughby, O., and David Kern, Wyoming, O. The 102 children boarded buses for a trip to the Krohn conservatory and the museum of natural history.

The children were fascinated with the museum, where exhibits are designed especially to appeal to school-age children, and were given rock souvenirs as they left. At noon the buses took the juniors to the Johnson party boat, where lunch was served as they enjoyed a 3-hour boat ride on the Ohio river. That evening the juniors again joined the adults for the "Over-the-Rhine" party.

With the group increasing to 115, the juniors left for a day of swimming and rides at Coney Island. Chaperones for the day included Mr. and Mrs. Harold Hicks, Lansing, Mich.; Mr. and Mrs. Thomas Hobbs, Bridgeport, Ind.; Mr. and Mrs. James A. Maschmeyer, Indianapolis,

Ind.; Mrs. David Metzger, Youngstown, O.; Mr. and Mrs. John Krisco, Cincinnati, O., and David Kern, Wyoming, O.

On the final day, the cochairmen, Mr. and Mrs. Natorp and Mr. and Mrs. Strickfaden, escorted the group to the Cincinnati Gardens for ice skating. In the afternoon, the last stop was the Cincinnati zoo. The past presidents' banquet in the evening, with parents, concluded the juniors' convention activities.

A. A. N. CONVENTION

[Continued from page 8]

ington, D. C., was confirmed as the 1961 convention site, and an invitation to attend the convention at Denver, Colo., in 1962 was made by Maurice Marshall, Denver. An invitation to hold the 1963 convention at Montreal, Quebec, Canada, was received from W. H. Perron, E. H. Perron & Co., Ltd., Montreal, and a bid for San Francisco, Calif., to be the 1963 site was presented by Willis Stribling, Stribling's Nurseries, Merced, Boston, Mass., and New York, N. Y., were mentioned for 1964.

First Business Session

President Valleau Curtis called to order the first general business ses-

sion of the A. A. N. board of governors Monday afternoon, July 18, immediately after the keynote luncheon. In his presidential address, Mr. Curtis told of his travels during the past year as A. A. N. president and presented the board of directors' plan of needed expansion and extension of association services, together with a bill to cover costs and suggestions on means to pay them. His remarks are published in detail on another page of this issue.

From the A. A. N. Washington office, reports were given by Richard P. White, executive vice-president; F. Raymond Brush, executive assistant; Robert F. Lederer, legislative assistant, and Curtis H. Porterfield, secretary. Digests of their reports appear elsewhere in this issue.

Financial Reports

The report of the treasurer, A. S. Gresham, Jr., showed a balance on operations for the fiscal year 1959-60 of \$16,676.02, which is exclusive of market development and publicity and group insurance accounts. This sum named brought the total balance on hand as of July 1, 1960, to \$288,447.05. A budget of \$146,501.15 was proposed for 1960-61.

The market development and publicity special funds showed an unex-

"You can see the difference in BURLAP"

This is burlap.....



This is
SEABACO burlap.....



Seaman BAG COMPANY Growers Service Division 2512 So. Damen Ave., Chicago 8, Ill.

SEABACO burlap is more tightly woven, longer lasting, clean and hole free. It is premium quality burlap available to you without paying a premium price. Take a moment now to write for a sample and our price list.

PAPER WRAPS : Poly Coated-Crinked-Asphalt Laminated : TARPS
SHADE CLOTHS : SARAN : POLYETHYLENE : TWINES : NAILS

pending balance on the year's operations of \$1,851.02 after disbursements of \$50,196.17. A budget of \$53,405 was proposed for the committee for the ensuing year.

The group insurance account as of June 30, 1960, stood at \$51,094.99, plus \$20,000 invested in series K U. S. Treasury bonds and \$20,033.30 deposited in building and loan accounts.

After the reading by Robert Hobbs, director at large, of proposed amendments to Executive Vice-president White's employment contract with the A. A. N., unanimous approval was voted by the board of governors. These amendments assure the nontaxability of Mr. White's retirement annuity in a single year, prohibit him from accepting employment with any organization whose activities are in competition with the A. A. N. and add a new paragraph to the contract stating that the resolution adopted by the board of directors in January, 1960, concerning a \$5,000 per year special consulting fee for Mr. White after his retirement as executive vice-president was in no way connected with the pension or retirement payments under the contract agreement.

Other business on the agenda was the presentation of proposed amendments to the bylaws and to the policy statement and the nominations of officers and directors.

Sterling Gardens Film

The transformation of a 125-acre swamp area into Sterling Forest Gardens, at Tuxedo, N. Y., was described by its director of public relations, Paul Freese, to open the program for the morning session July 19. Located 35 miles from the heart of New York city, on Route 210, the garden is part of a 20,000-acre tract purchased by the City Investment Co., New York., for developing a community of businesses and homes in a forest setting. Over a 2-year period, starting in 1958, a swamp area was drained, graded and then landscaped, and formal opening was held May 1, 1960. Mr. Freese also

STRESEN-REUTER

Copper Naphthenate Concentrate

for GREENHOUSES and NURSERIES

An Economical MILDEW and DRY ROT
Preventive for WOOD, BURLAP, ROPE

5-gal. cans
30-gal. drums
55-gal. drums

For prices and complete information, write:

FRED'K A. STRESEN-REUTER, INC.

400 W. Roosevelt Ave. • Bensenville, Ill.

GROW MORE PROFITS

WITH **BIRD** CONTAINERS



PEAT POTTS

VITA-BANDS

GRO-TAINERS

PERENNIAL POTTS

VITA-GREEN POTTS

Write for literature to Dep't AN



East Walpole, Mass.

MIST-A-MATIC®

PATENT PENDING

Automatic Mist Propagating System

NEW MODEL B CONTROL UNIT

uses weight of water to control mist

So Simple — No Clocks to Set — Dependable

Write for Free Illustrated Descriptions

E. C. GEIGER CO., P. O. Box 270, North Wales, Pa.

CHRISTMAS TREES

SELECTED

No. 1 Scotch Pine
5 to 8 ft.

Sheared Five Years

Thousands Available

Prices Reasonable

Loose or Individually Bundled

Write for Price List

CARINO NURSERIES

Indiana, Pa.

Phone: HOpkins 5-6491

Peat Pots — Labels — Plant Bands

Vaughan's

Seed Co.

Send for our catalog.
601 W. Jackson Blvd.
Chicago 6, Ill.

85 White St.
New York 13, N. Y.

BALED SHINGLE TOW

(CEDAR SHAVINGS)

WM. A. JOHNSTON

1522 N. W. Thurman St. PORTLAND 9, ORE.

showed a color film of the development and plantings of the garden. This film is available to nurserymen's associations and other organizations upon request to Mr. Freese at the gardens.

The garden was designed by William Rutherford, landscape architect, and engineering and landscaping were done by both American and Dutch firms. The area was originally a sedge grass filled swamp on top of a peat bog 15 feet deep. The peat was dug out and stored during bulldozing operations, then later mixed with sand and spread over the gardens during the planting.

The formal garden area is composed of a number of large hexagonal beds in which the plant displays are changed throughout the time the garden is open to the public, from May 1 to October 1. For the opening of the gardens, Dutch bulb growers planted 1,500,000 bulbs, including tulips, crocuses, narcissi, hyacinths and daffodils. During the summer a display of 6,000 tuberous-rooted begonias is featured in addition to many annuals and perennials. These will give way to a display of 10,000 potted chrysanthemums in September. Collections of azaleas, rhododendrons and hollies are being started, and there are a rose garden and a valley of iris, as well as informal plantings of hemlock, pine, maple and birch trees. It is hoped that nurserymen will use the garden as a demonstration place featuring fine trees and shrubs for landscaping.

Drought-Resistant Trees

Dr. A. C. Hildreth, director of the Denver Botanic Gardens, Denver, Colo., who received the Norman Jay Colman award from the A. A. N. at the keynote luncheon of the convention, presented an illustrated talk on "Development of Hardy and Drought-resistant Trees and Shrubs." Nearly half the area of the United States is either arid or semiarid, and in some humid areas, droughts occur with sufficient frequency to cause concern, he said. And even in irrigated areas there is not always enough water beyond industrial and necessary domestic use for watering plants.

Nature has endowed many plants with characteristics that make them adaptable to drought conditions, Dr. Hildreth said. There are the quick-growing annuals that take advantage of short wet periods to carry out their growing cycle. There are the perennials, such as the plains grasses, whose tops dry up in drought periods. There are the succulents, which store up water in their fleshy stems to carry on their normal process of



THIS ONE TOOL With Pitch Control Wheel Does it All

• Scarifies • Grades • Levels • Tills • Spreads • Pulverizes • Finish Rakes

SAVE
TIME

ROSEMAN TILLER-RAKE
Landscapers Greatest Money Maker

SAVE
LABOR

The Roseman Tiller-Rake not only grades, levels, spreads and finish rakes, but **IN ADDITION**, scarifies hard, rutted and compacted ground, where necessary, filling and pulverizing the soil into a perfect seedbed. Merely adjust the Pitch Control Wheel, exclusive on the Roseman Tiller-Rake, to put scarifying tines into action. No need to load or haul plows, discs, blades, drags, to and from the job. One man does it all quickly, efficiently and perfectly at tremendous savings in cost for labor and equipment.

You, too, can save considerable money, do more work, in a shorter time and plan your jobs better without weather worries with the Roseman Tiller-Rake.

Models available to fit all 3-point hydraulic systems, late International Harvester models and Cub Lo-Boy.

The savings in time and hand labor are such that Tiller-Rakes pay for themselves out of savings. Often in as little as one week.

ORDER YOUR TILLER-RAKE TODAY.

Complete satisfaction guaranteed.

ROSEMAN TRACTOR EQUIPMENT CO.

CENTRAL, CRAWFORD & RIDGE ROAD

EVANSTON, ILLINOIS, U.S.A.

Write, With or Phone for Prices, Literature and Availability.

PHONE: AMBASSADOR 2-7137 PARTIAL CREDIT SALES AND SERVICE



JACK POT

THE QUALITY
PEAT POTS

Willis-Reynolds Corp., Lebanon 3, Ind.

ROOTSPRED TREE PLANTERS

Tree planters take a beating. Be sure you are getting a good guarantee, good design and careful workmanship before you buy. Our M-55 at only \$275 features compact, sturdy design, most comfortable planting position, no adjustments or superfluous parts to get out of order. Nonlogging scalpels available for some models. Write for details.

ROOTSPRED
St. Petersburg, Pa.

BURLAP



**STERLING BAG &
BURLAP CO.**

41 Carolina St.
Buffalo 1, N. Y.
Phone: CL 2339

1867

Finest Quality

3½-in. Wired Labels

Plain—Painted—Printed

2½-in. Printed Wired Labels

Pointed Labels — all sizes

Colored Labels—now available

Field Labels — made to order

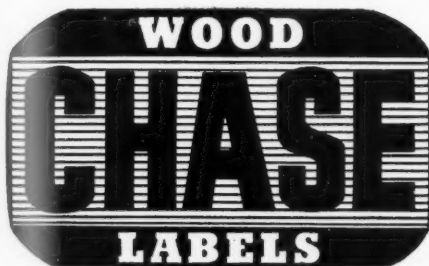
Write for prices and discounts.

THE BENJAMIN CHASE CO.

Dept. A

Derry Village, N. H.

OUR 93rd YEAR



1960

Prompt Service

Printing available on all types and sizes of labels. You save by buying your labels with varieties already printed on them. You can also benefit by printing your name and address. Please write for prices.

growth for a long time without any further intake of moisture. Then, the sagebrush is an example of plants with enormous root systems in proportion to their tops, so that the roots extract moisture from large soil areas and quickly transmit it to the small leaves. In dry areas many plants seem to space themselves far apart naturally, in order to avoid competition with each other for available moisture. And still another type of nature's adaptations is exemplified by the creosote bush, which just endures dry periods, going into a sort of rest period, when leaves, stems and branches become nearly air dry, then flourishing again when the plant receives moisture. All plants found in drought areas have one or more of these characteristics, said Dr. Hildreth.

The coniferous evergreens are the plants most resistant to drought in the cold and temperate zones. All woody species reduce growth rate under dry conditions, and this stunting is in itself a moisture saver to the plant. While willows and cottonwoods are found in nearly all dry areas, they are not actually drought resistant, but take their moisture from the streams and other small bodies of water along which they grow rather than from the natural precipitation. There are no highly drought-resistant trees which withstand cold winters, only partially drought-resistant ones. However, there are many drought-resistant trees suitable for frost-free climates.

Moisture-Saving Methods

Thus it is necessary to supply all moisture possible to plants in dry areas. Irrigation is not always feasible; so rain must be made to penetrate the ground instead of running off or evaporating. This can be done through terracing, contour planting, maintaining a rough soil surface and cultivating to eliminate the weeds that take up soil moisture. Soil mois-



Are You Specifying SPONGE ROK in Your Jobs?

Prominent landscape architects specify Sponge Rok because of its outstanding horticultural qualities. Keeps garden soils easy to work long after organic soil conditioners have decomposed. Each granule is a myriad of tiny arid cells that hold water, air and plant food for hungry plant roots. Aerates soil, insulates against temperature changes and is sterile.

For preparing a lawn and garden soils . . . planting . . . potting . . . transplanting . . . starting cuttings . . . seed germination and top-dressing planters.

Want more information? Write:

Sponge Rok Division
PARAMOUNT PERLITE CO.
Paramount, Calif.

BURLAST

Burlap treated with BURLAST (dry powder mixed with water) resists rot and decay up to six months! Write for details.

HILL'S NURSERY

Burlast Division
Box 43, Victoria, Tex.

POSITIVE PROTECTION



Because you can't depend on rain . . . depend on WADE RAIN
**SPRINKLER IRRIGATION
MUELLERMIST IRRIGATION
SUPPLY CO.**

P. O. Box 471, Maywood, Ill.

ture may be accumulated for tree planting by summer fallowing the land for a year prior to planting. Runoff water can be saved from culverts and ditches, and moisture may also be conserved from snow piled up at windbreaks.

There are more than 6,000 trees and shrubs native to the United States, but none, except the succulents, have any physical characteristics for evaluating their drought resistance. Instead, they must be tested under dry conditions for from 30 to 40 years and then evaluated, and this has been done. Drought resistance to some degree is found in about 114 plant families, of which less than

20 members are truly drought resistant.

Dr. Hildreth showed color slides of some drought-resistant trees and shrubs and commented upon them. Among the pines, the pinyon is one of the best drought-resistant trees for the central and south plains area of the United States. Juniper scopulorum, the western red cedar, is a good tree to plant on the windward side of windbreaks to prevent snow from blowing through. It will develop to normal size if soil around it is only cultivated to conserve moisture; with no care whatsoever it is often stunted to shrub size. The limber pine, a 5-needled pine, grows far out

save time, money, and inconvenience get all your **NURSERY LABELS** from

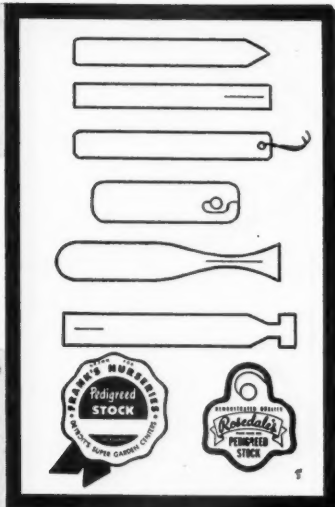
the largest and most complete line
of **NURSERY LABELS** in the **WORLD**

**VINYLLITE • WOOD • PAPER • ALUMINUM
PLAIN • PRINTED • SPECIAL TYPES & DESIGNS**

CARSCALLEN

Nursery Label Company ★ write for sample
and prices

65 W. UNION STREET • PASADENA, CALIF. • SYcamore 3-9464



SNOW FENCE is **IDEAL** for

**WINDBREAKS
SHADING
ENCLOSURES
LATH HOUSES**

**PROMPT
SHIPMENTS**

Special Shade Fence — 58 to 60 per cent Shade
Standard Snow Fence — 43 to 46 per cent Shade

Write for
specifications
and prices

P. O. Box 283

PHILIP HARTIGAN, Road Equipment and Supplies

HONESDALE, PA.

on the plains. The ponderosa pine is found in eastern Colorado, and the Austrian pine also withstands conditions of the Great Plains area. The bristlecone pine, one of the oldest trees in the world with living specimens, is found at high altitudes in the Rocky mountains. And the Colorado blue spruce is suitable for dry places where the temperature does not become too high. The Utah juniper is a good ornamental for dry places, and other good junipers for such areas are the one-seed and alligator. Oriental arborvitae is highly desirable for planting in the southern part of the Great Plains. Thuja excelsa is a good ornamental, and the Arizona cypress is useful as an ornamental and for windbreaks, growing in the southern Great Plains and as far north as Denver.

Among the deciduous trees, the American elm develops a more rounded top in drought conditions. Ulmus pumila and the lacebark elm are among the drought-resistant kinds. The rose family provides many plants for dry conditions; among them, Rosa laxa, a shrub rose, finds favor as an upland game cover. The common fruit trees, such as apple, plum and apricot, are drought resistant. The hawthorn is native to the foothills of the Rocky mountains. All the cotoneasters are drought resistant.

From the legumes, or pea family,



PROFESSIONAL LANDSCAPING Easily & Quickly AT HOME

INCREASE YOUR EARNINGS by rounding out your operations! More and more nurserymen are discovering that a thorough knowledge of professional landscaping—now taught you at home by my new Simplified Methods—pays big dividends in increased sales. Complete training, in residential and commercial landscaping, in horticulture—in the growing, propagation, use and maintenance of ornamentals. Latest information on everything new—new propagation methods, latest insecticides, gibberellic acid, and modern landscape designing. Our training program used by hundreds of nurserymen coast to coast in training and upgrading employees. Plant lists and specialized information for all sections. Attractive diploma and lifetime consultation service for all graduates. **Send for FREE Booklet. Air mail reaches us overnight.**

NATIONAL LANDSCAPE INSTITUTE Dept. N-80, 11826 San Vicente Blvd., Los Angeles 49, Calif.

Dr. Hildreth listed Caragana arborescens, C. pygmaea, C. microphylla and C. frutex, the last-named throwing suckers and being good in a tight windbreak planting.

Other good deciduous drought-resistant trees are the redbud, honey locust, robinia and common green ash. The olive family offers some suitable kinds, such as the Lucie Baltet lilac; Syringa oblata dilatata, from Manchuria, and Forestiera neomexicana, the wild olive of the southwest, which is a good substitute for privet in a hedge. Buffalo berry is both drought resistant and hardy, either as a shrub or small tree. Tamarix, Osage orange, mulberry, buckeye and horse chestnut are other drought-resistant trees. Russian sagebrush can be found covering whole mountains in arid parts of Asia.

The common buckthorn is good for the outside row in a windbreak

planting; the jujube does well in Oklahoma and the Texas panhandle, and Tatarian honeysuckle is a good dry-area plant. Oaks are found in the foothills of the Rocky mountains, and two of the drought-resistant kinds are bur oak and Gambel oak.

All of the plants named by Dr. Hildreth are well known in parts of the United States and common to the nursery trade; none of them are developed species. Now the problem is to develop species with special traits for drought resistance. This has been done to some extent in recent years, and Dr. Hildreth named a few of the developed plants. Among them were Caragana microphylla, selected in Canada by Mr. Leslie, and, also from Canada, Caragana frutex, the globe caragana, selected by Dr. Skinner. A special strain of Oriental arborvitae has been developed at the experiment station at Woodward,



3 1/2-GALLON EGG CANS
7c each, F. O. B.
East Paterson, N. J.

1-GALLON STRAIGHT-SIDED CANS
Carload Lots and Truckload Lots
2 1/2c each, F. O. B.
Smaller amounts, 3c each, F. O. B.

Did you know that millions of these straight-sided cans are used very efficiently on the west coast and in other sections of the country?

FARM SUPPLY, INC.
447 Market St. East Paterson, N. J.
Phone: SW 6-2342



DOUBLE YOUR PROFITS!

When you sell a specimen plant you make a nice profit. When you complete that sale with a specimen PATIO WOOD planter, you double that profit! What's more you protect your sale—and your reputation—because plants thrive in these handsome planters built to last the lifetime of the plant. Order direct from our full line of planters and accessories—and merchandise all your plant sales to the hilt! Send today for latest catalog.



OCTAGONAL TUBS • PACIFICA PLANTER • WALL POCKETS • SQUARE TUBS • HANGING BASKETS
GARDENETTE PLANTER • PLANT WALKERS • COPPER PANS • PLANT ROLLERS • SNAP-ON CASTERS

PATIO WOOD PRODUCTS

835 Commercial St. • San Gabriel, Calif. • ATLantic 7-9374

Okl., and a honey locust at the station at Minden, N. D., which has never shown any tendency to die back under drought conditions. A bushy-type Russian olive selected from seeds imported from Russia and Siberia is proving a good game cover.

Market Development Report

In the absence of the retiring chairman of the market development and publicity committee, J. Awdry Armstrong, Ontario, Calif., the new chairman, Robert Bauge, Judson Wholesale Nurseries, Bristol, Ind., reported on the market development accomplishments for 1959. He told of the excellent publicity given the nursery industry through newspaper articles run as a result of the dissemination of planting news and rose news releases to newspapers all over the country, cost of which space if paid for by the association would run well over \$500,000. Highway landscaping news has been effective in promoting highway landscaping by state and federal governments, the contracts today being both more numerous and larger in dollar volume. The industrial landscaping competition has given nation-wide impetus to industrial and institutional landscaping. Eighty framed awards were given the past year to industrial firms, institutions, landscape architects and nurserymen.

The film, "Landscape for Living," has been shown 1,168 times and has had 74 television showings, exclusive of showings the first year the film was exhibited. It was seen by over 53,000 direct viewers and over 2,500,000 television viewers. A film, "Basic Technique of Landscaping," is being distributed by the United States Department of Agriculture at no cost to the A. A. N. It was one of the most popular films at the U. S. D. A. and was one of four films selected by the German government for showing in that country.

A 4-color photograph of home landscaping, with copy written by the A. A. N. public information service, offers a landscape job, with a minimum of \$100, as an incentive prize in the Maritz sales builders' promotion plan. A. A. N. members wishing to sell landscaping under this plan have payment guaranteed at no cost to them or to the A. A. N.

Mr. Bauge discussed the proposed market development and publicity budget for 1960-61 of \$50,405 and pointed out that opportunities could be taken advantage of only as far as the membership provided the funds.

Howard P. Quadland, A. A. N. di-

rector of public information, New York city, said figures mean nothing; important only is what is accomplished in building the many values for nursery stock around the lives and in the minds of the public. The nurserymen's market development and publicity program has been successful, he said, because it appeals not so much to what people's opinion is about themselves, but what they like to think about themselves. When planting and landscaping are the means to such ends for many who read these stories on such a widespread scale, sales demand is helped greatly.

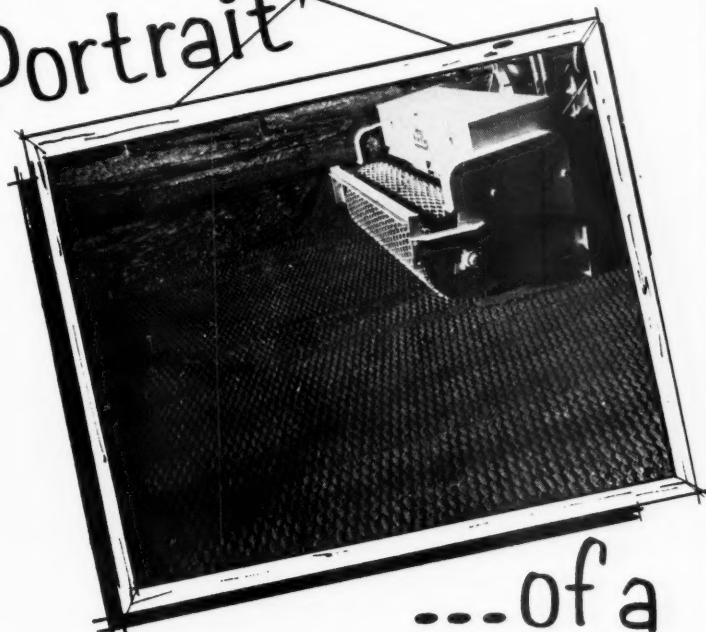
Mr. Quadland said that he was not against big advertising campaigns, because the majority of them are necessary in volume selling, but bigness alone and just spending huge sums of money do not always represent the most successful selling techniques. You have to build symbols of your product in people's minds, and you have to relate what the people would like to think about themselves to your product and build your product's value in their minds. What you say, how you say it and how you present your product make the difference in successful and unsuccessful selling.

Plant information is a useful and needed part of the A. A. N. public relations activity, but it bears a secondary relationship to the program's real goals, which are to build images or impressions of what the nurseryman is selling, and associate nursery stock with a better and more valuable home, a more satisfying and wholesome life, a better town and a better country. These things are remembered long after the details of a plant are forgotten. These things make people buy plants, if not immediately, then in the future.

Despite poor weather this spring, total nursery stock sales appear to be up 5 per cent over last year for spring, said Mr. Quadland.

Estimates for the next 20 years, said Mr. Quadland, reveal that the entire garden market will be as big as the automobile market is today, or around \$13 billion; that is over three times the annual volume it is now. He offered a few predictions just for the nursery side of the garden industry for 20 years hence, declaring that home landscaping, both urban and suburban homes, will reach \$1.5 billion. People will be changing parts of their gardens at least three times a year, to keep them beautiful throughout the growing season. Far more attention will be given to landscaping and re-landscaping by the homeowner, especial-

Portrait



...of a Perfect Seed Bed

Not only a good seed bed well seeded, but a fine grader that will do ALL jobs—scarify—level—fine grade—seed—and fertilize.

Many machines do some of these jobs—but only Viking does them ALL.

Whether you need turf on a 50-foot lot, a ball diamond, football field, golf course or a 10-acre park, one man with a tractor and a Viking Roller Blade can do the whole job!

Write for complete details

VIKING MANUFACTURING CO.

Quality Machinery Since 1931

MANHATTAN, KANSAS



Twine and Cordage

For All Nursery Requirements

GEO. B. CARPENTER & Co.

SINCE 1840

401 N. Ogden Avenue, Chicago 22, Ill.

NOW! 4 WAYS TO GET A FLOC-FLO PRODUCER

PRODUCTION FLOCKING MACHINE

• CASH • 24 MONTH—TIME PAY PLAN •
• 18 MONTH—5 PAY SEASONAL PLAN • RENT

FLOC-FLO CORPORATION

1043 W. RANDOLPH ST.—CHICAGO, 7, ILL.

Big BAS-KITS

- STRAIGHT SIDES of WELDED WIRE give more room for roots right where it's needed most.
- POLY LINED SIDES are durable, attractive and "they breathe."
- OPEN MESH BOTTOMS for perfect drainage, fewer irrigations, less plant loss.

1½ gal. to 2½ bushels **big BAS-KITS**
RD 1, New Hope, Pa.

BAS-KITS are Mfg. at TUCKAMONY NURSERY

USE THE BEST

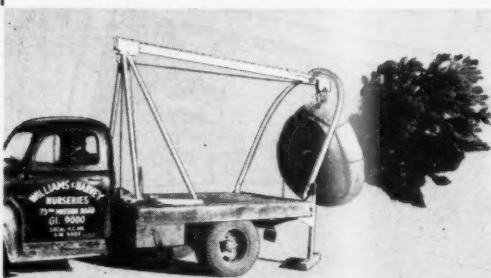
STERLING PEAT

According to state tests, Sterling peat compares favorably with the best on the market. Available in 25-lb. bags, 60-lb. bags and 100-lb. bags. Also in bulk.

CHRISTIAN KRISTOFF

Sterling Junction, Mass. Phone: GARfield 2-6698

BIG-TREE MOVER



Proved by use!

Leading nurseries, tree surgeons and park departments in all parts of the U. S. are using this new, improved mover. See it! Write us for addresses of users near you.

- New Lighter Weight
- Simpler to Operate
- Two Sizes, 6 Ft. and 7 Ft.
- Quickly Demountable
- Fits Any Standard Truck

Specifications, details and pictures free. Drop us a card.

Six-foot mover (as pictured) complete with power winch and all needed pickup parts, **\$1,675.00 F.O.B. Kansas City, Mo.**



WILLIAMS & HARVEY NURSERIES

Mail address: P. O. Box 8822, KANSAS CITY, MO.
Nursery location: 7313 Mission Rd., Phone: ENdicott 2-8000

THRIFTEE

NEW! ECONOMICAL THRIFTEE PLASTIC PLANT MARKERS

as low as **\$3.00 per 1,000**

- More attractive, more durable than wooden markers . . . and at a competitive price!
- Spring green in color, lightweight.
- Can be marked with soft lead pencils, rubber stamps, typewriter or printing!
- Not affected by water, fertilizer or soil-chemicals.
- Will not curl, rot, rust or mildew.
- Reusable; can be cleaned with ordinary household cleanser.

QUANTITY PRICES PER 1,000

Bulk Packed	4"x5/8"	5"x5/8"	6"x5/8"	8"x5/8"
1,000	\$3.90	\$4.80	\$5.40	\$7.20
5,000	3.60	4.50	5.10	6.80
10,000	3.30	4.15	4.80	6.35
20,000	3.00	3.80	4.25	5.65

ADD: \$0.60 per 1,000 for packaging in lots of 100.

F.O.B., Milford, Michigan

Shipping charges prepaid, if check accompanies order.

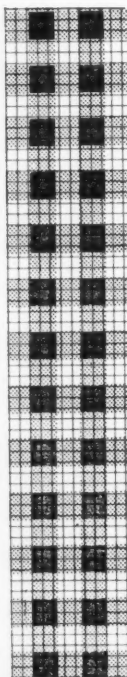
Markers may be assorted to earn quantity prices.

Sample Order (125 assorted markers) **\$1.00 prepaid**

Prices for larger quantities quoted on request . . . also attractive sales plan for jobbers.

LIFETIME MARKERS Dept. 7A
P.O. Box 158, Milford, Mich.

Far West: LIFETIME, 1864 S. 120th St., Seattle 88, Wash.



**Kill Weeds QUICKLY
JET TORCH**

Has over 99 farm uses. Burns 1 hour on 2 1/4¢ worth of kerosene. Disinfects livestock quarters. Destroys weeds, stumps. Splits giant rocks, irrigates. Burns 6% kerosene, 94% air. Endorsed by agricultural experts. Write for free descriptive literature today.

SINE, AN2, Quakertown, Pa.



SELL LAWN ORNAMENTS

We make aluminum flamingos, yard lamps, jockeys, sundials and complete line. Write.

CERTIFIED PRODUCTS CO.
Dept. AN
Louisville 11, Ky.

ly to the indoor-outdoor relationship.

At the same time, Mr. Quadland said, the public's conception of landscaping has to be upgraded if the trend is to prove as profitable to the nursery industry as it can be. The "Gold Leaf Home" program, which the A. A. N. has worked on in committee for two years, is designed to accomplish this by setting higher standards for landscaping. Indoor landscaping will become a market of at least \$200,000,000. Industrial and institutional landscaping will reach another \$600,000,000 or more according to current estimates.

Urban renewal, for the first time, will be an issue in the presidential election. It will mean much to the industry if nurserymen go after this market strongly. New York state alone will soon have an issue before the voters to spend \$75,000,000 for local parks and beautification.

Volume Significance

Looked at from the viewpoint of the individual nurseryman, said Mr. Quadland, a single mile of planted tubs, 50 feet apart on each side of the main shopping street of a city, changed three times annually as a salute to the seasons, will bring \$20,000 to \$24,000 to the nurseryman who sells the idea to local merchants, the chamber of commerce or the city itself. If properly publicized, such dressing up of a downtown shopping street will pay for itself in increased trade to the merchants the first few hours after the plantings are installed, and it will help make the whole population more planting conscious.

Also, in a consideration of the future market, highway landscaping is estimated at \$3 to \$4 million annually. And miscellaneous sales are predicted to reach another \$300 to \$400 million. This brings the total nursery and landscaping market to \$3 billion 20 years hence, compared to an estimated \$800 million today. The manner in which the industry promotes this market today helps the industry today. But changes have to be made to meet the challenges and markets. The nursery industry is not fighting for nickels, but for a real place in the sun, with all the sales volume that goes along with that.

MISSOURI SHORT COURSE

[Continued from page 15]

Arnold Arboretum, and Makamik and Almey, from Canada. Van Eseltine and Dorothea are among the best, while the excellence of Almey is tempered by its brittleness. Le-moinei, from France, and Morden 450, from Canada, also are good se-

lections, but the French variety may require six to 10 years before blooming.

Hague and Liset are beautiful selections originating in Holland. Newer varieties of crab apple include Purple Wave and Irene, seedlings of Jay Darling; Evelyn, with purplish foliage turning bronze later in the season, and Patricia. The last-named is a seedling of Hopa and may eventually replace it.

New Building

Dean J. H. Longwell, of the college of agriculture, opened the last hour of the morning session. He mentioned that the new building is a structure having three stories of 30,000 square feet each, affording a little more than two acres of space for offices, classrooms and laboratories. There are no windows, and the walls are insulated in order to maintain even temperatures within the structure.

An insurance firm representative then explained a group insurance plan. Additional study is needed on this item before positive action can be taken.

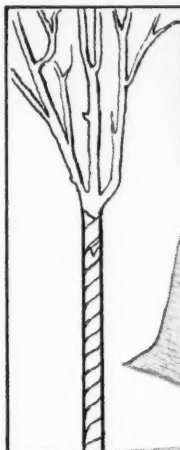
Subsequent sessions on Tuesday and Wednesday morning included talks and discussions on plant pests and diseases, landscaping and sales ideas. These will be summarized in the next issue of the American Nurseryman.

Annual Business Session

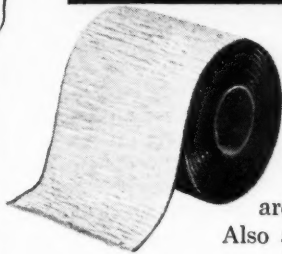
The annual luncheon and business meeting was held at Smiley's cafeteria. After an excellent meal, the president recognized the members at the head table. After that, the minutes were read and approved. The report of the nominating committee was heard and the nominees were elected by acclamation.

The new president, Bruce Barrett, then took over. The suggestion of charging a registration fee was voted down. Next, President Barrett appointed a legislative committee composed of Roy Graham; Orville Moffett, Kelsey Nursery Co., St. Joseph; Ben Asjes, Raytown Nursery, Hickman Mills, and Joe Weston. He also appointed an insurance committee, composed of Ellery Bennett, Chesmore Seed & Nursery Co., St. Joseph; Royer K. Wilkerson, Wilkerson Nursery, Columbia; William Summers, and Dale Wild, Sarcoxie Nurseries, Sarcoxie, to study the group insurance plan.

Hugh Steavenson, Forrest Keeling Nursery, Elsberry, then expressed the thought that the four discussion sessions should be summarized and the material made available to all. A committee composed of the secretary



Protect young trees with new TRU-TEST Tree Wrap



Finest quality tree wrap of asphalt laminated creped kraft. Exceptional clinging ability. In standard nursery rolls, 4" x 150 ft. Also available in resale size rolls, individually band labeled —



packed in combination shipping and display carton



MAIL COUPON FOR
FREE SAMPLE AND
PRICE INFORMATION

TAPE, INC., Box 685, Green Bay, Wis.
Please send us sample and price information

NAME

STREET

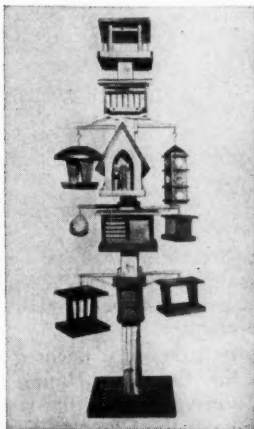
CITY STATE

We operate a nursery..... ☐

We operate a garden supply store..... ☐

We are wholesalers..... ☐ Please check

FREE DISPLAY STAND WITH \$40.00 ORDERS!



TODAY FOR SUGGESTED ASSORTMENT, CATALOG AND PRICES.

Bishop

SINCE 1924

"Tested and
Approved by the
Birds"

Limited Number of
Distributors
Available

Meriden, Conn., August, 1960. If you want to do some nice, extra-profit wild bird business, now is the time to get started. The season for housing and feeding our feathered friends is approaching fast!

Now here's a display stand (it's free if you buy only a \$40.00 assortment; brackets are available at a nominal charge or you can use your own) that's shipped to you already assembled. Just hang up your BISHOP Feeders and Houses and watch your wild bird-loving customers gaze enraptured. And they'll buy! It's six ft. tall, solid 4x4-in. rustic cedar, secured to a 16-in. square base stand. It takes up but little room, and it sets off your BISHOP line beautifully. If you're not an expert on wild bird supplies, we will suggest a \$40.00 assortment of popular feeders, seed and houses to get you started (an assortment that will sell). Too, we know your customers will be impressed when you tell them your BISHOP line is approved by the NATIONAL AUDUBON SOCIETY. SEND

WELLES L. BISHOP CO., INC.
1247 E. Main St., Meriden, Conn.

Yes, we're interested in the big bird market so rush catalog and prices to:

Name

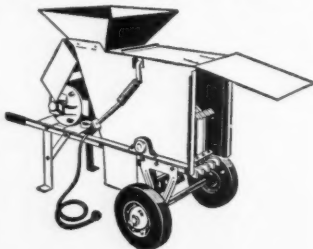
Store

Street

City State

BETTER SOIL PREPARATION FOR LESS WITH **KEMP**

The KEMP outstanding service record is well-known among professional growers and has been for two thirds of a century. Features pioneered by KEMP are today accepted as standard. A KEMP has fewer parts to wear and get out of adjustment like the feature of all shredding teeth being stationary. This has proved one of the big features that keep the KEMP on the job instead of in the repair shop. The KEMP improved principle of soil shredding (not grinding) aerates and retains the moisture and nutrients for better yield.



PRICES START UNDER \$100.00

KEMP capacities range from 2 to 40 cubic yards per hour. Learn more about the complete KEMP line. New illustrated, informative catalog now ready—send for your copy today.

NEW ALL-PURPOSE MODEL

KEMP Model 6-0 soil and compost shredder is widely accepted as an aid in shredding old discarded stalks, vines and plants for the compost pile. The KEMP 6-0 shreds soil perfectly for both bench and potting in addition to accelerating the decomposition of materials for composting.

KEMP SINCE 1890
MFG. COMPANY

"First in Soil and Compost Shredders"
Dept. 18, 1027 E. 20th St. Erie, Pa.

DARLING'S
"Rite in the Rain"
**WATERPROOF
TREE AND PLANT LABELS**

"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low-cost labels. Millions are used every year by nurserymen.

Write for samples and prices.
J. L. DARLING COMPANY
BROWN'S POINT, TACOMA, WASH.

**USE
NURSERICANS
FOR ADDED PROFIT**

NOW AVAILABLE
IN 6 SIZES
1 GALLON* THROUGH
6 GALLONS*

*Trade Designations

THE Lerio CORP. Mobile, Ala.
P. O. Box 1050
Valdosta, Ga.
P. O. Box 567

and assistant secretary was appointed to investigate this matter.

Joe Weston thought that a program chairman should be appointed by the president to work with the committee for next year, and Vice-president Houlihan was so appointed.

Dale Wild asked if something might be done for the ladies, and this precipitated a lively discussion, including the possibility of changing or rotating the meeting places. This debate ended with Dale Wild's being appointed to act as a member on the program committee to provide entertainment for the ladies.

The final business concerned naming delegates to the A. A. N. convention in 1961. Ralph Shugart and Ben Houlihan were elected. Four new members were voted in.

OHIO TREE CHAPTER

Over 50 members of the Ohio chapter, National Shade Tree Conference, attended the 14th annual summer meeting of the organization, held July 8 at Cincinnati, O. The committee, consisting of S. Clyde Gordon, Cemetery of Spring Grove; Martin Drescher and Harold Simon, the Natorp Co., and George W. Kase, park board, all of Cincinnati, organized an interesting tour of large landscaped properties in the Indian Hill section of the city.

Stops included the estates of John J. Emery, Dewitt W. Balch and Fred B. Geier. A luncheon and business meeting was held at a private arboretum owned by Stanley M. Rowe. Many interesting and unusual ornamental plants are growing on the grounds of this estate, and a southern mansion effect was created about the antebellum-style house by placing large tubbed specimens of oleander between taxus.

The business meeting was conducted by President S. Clyde Gordon, and Secretary-treasurer L. C. Chadwick discussed a new 16-page handbook prepared for members of the Ohio chapter.

The afternoon was devoted to tours of the Cornelius Hauck arboretum, a private estate that is also the location of the Cincinnati Garden Center, and the Cemetery of Spring Grove. This is one of the outstanding planned cemeteries in the country, with 700 acres of beautifully planted and maintained grounds. Included are many large specimens of unusual and outstanding ornamentals, which make a visit to this place worthwhile for any plantsman. It is located on Spring Grove avenue, in Cincinnati.

Kenneth Reisch.

PETERS SPECIAL

THE FINEST NAME IN PLANT FOODS!

Unexcelled for
Container Feeding!
**PETERS
SEQUESTERED
FERTILIZERS**

with
M 77
Exclusive Chelating Formula
Positively Will Not Clog!
(See our classified ad in this issue)

ROBERT B. PETERS CO., INC.

ALLENTOWN, PENNA.

Top-Quality

Dutch and Domestic
**BURLAP SQUARES
TWINES
NURSERICANS**

Write for our low prices and samples.

HALPERN BROS.

1626 S. Delaware Ave.
Philadelphia 48, Pa.

Dutch and Domestic

BURLAP

PLAIN and TREATED

Established 1925

IMPORTERS—MANUFACTURERS

Distributors of Bird Pots,
Menne-Pots and Lerio Nursericans

J. SHORE & CO.
Chelsea, Mass.

Thrifty Pots

(For paper planting pots)

SAVE up to 50%

OLD ORCHARD GARDENS

724 E. Big Bend Blvd., Webster Groves 19, Mo.